24 APRIL 1950 • $8.00 a Year

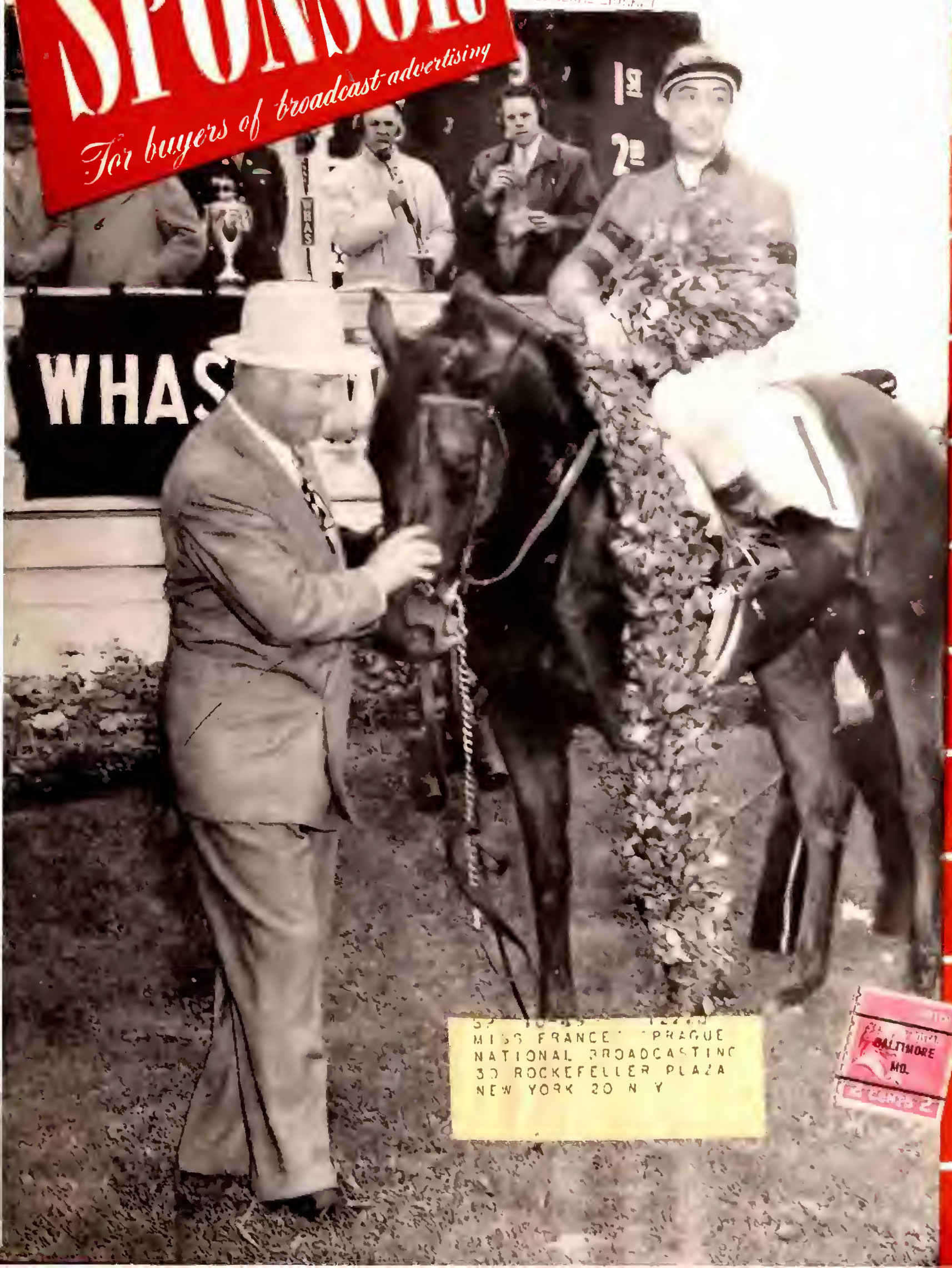
SPONSOR

For buyers of broadcast advertising

RECEIVED APR 25 1950 RADIO GENERAL LIBRARY

Radio rates: which way should they go?—p. 28

Radio is part of the Derby—See digest page



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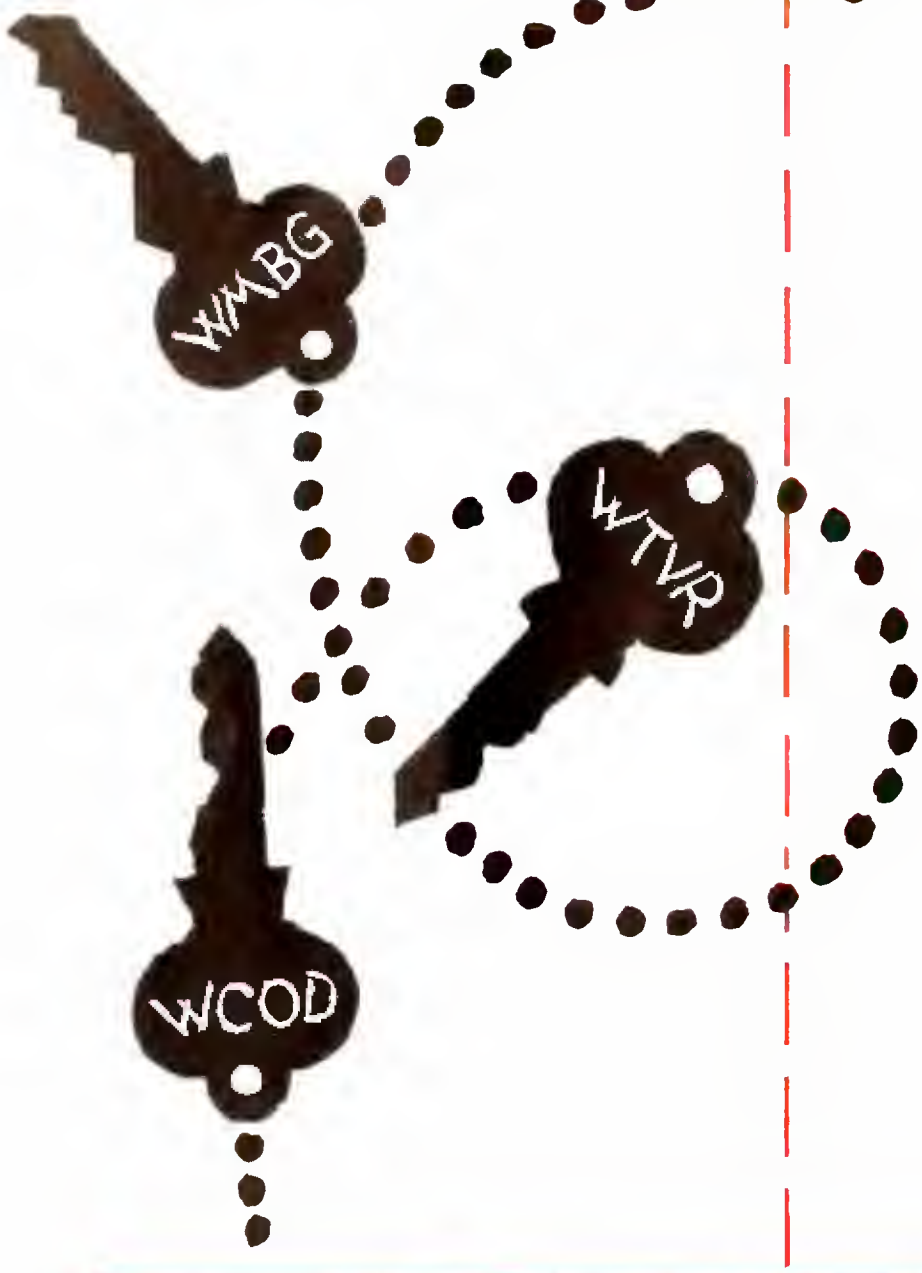


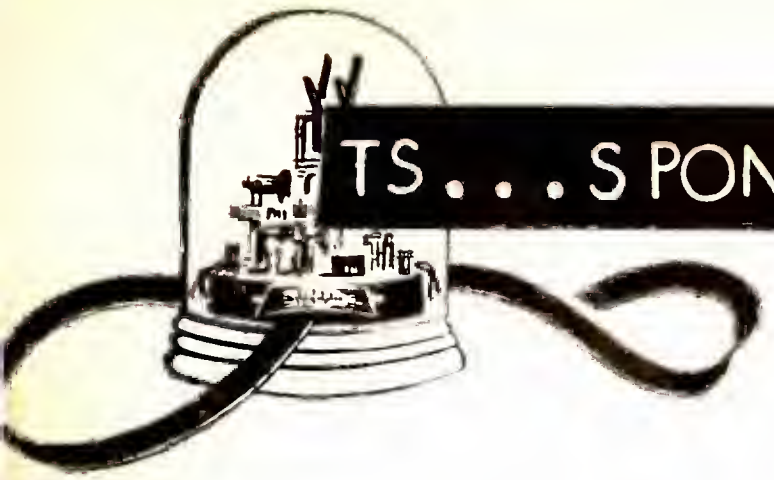
FOR OPENING DOORS IN RICHMOND

Looking for the right key to open doors in Richmond? Look no further. For the Havens and Martin stations — Virginia's pioneer audio and video institution — not only open doors but are welcomed into the hearths and homes of Richmond's expanding community. First to unlock the magic of radio and television, WMBG, WTVR and WCOD continue to show the way to getting the most out of your national advertising dollar in Richmond. Ask your Blair man.

Havens & Martin Stations are the *only* complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.



TS...SPONSOR REPORTS...
..SPONSOR REPORT

24 April 1950

Radio rate quandary

Anent all the chatter about radio rates one fact stands out: that research picture on which valid decisions must be based is obscure. On one hand proponents of rate-lowering cite TV effect on other media, notably radio; on other many observers, including prominent sponsors and agency executives, point to lowering cost-per-thousand, startling inadequacy of research systems as presently set up to give full credit to radio's: (1) out-of-home listening; (2) multiple-set listening in bedrooms, bathrooms, dens, workshops, kitchens (see "Radio's uncounted millions," page 22).

-SR-

Nielsen's 2,000 Audimeters

Puzzling note in listening measurement picture is whether A. C. Nielsen's 2,000 audimeters in 1,500 homes sampled (1-1/3 audimeters to home) conforms to average number radio sets in home. Hooper, Whan, Sindlinger studies show 1-1/2 or more sets in average home as individual home listening increases. If Nielsen Audimeters fail to cover all sets in sample homes, National Nielsen Radio Index may require revision. February 1950 figure show 4 hours, 3 minutes for February 1949. New type Audimeter can measure up to four sets, but only handful currently in use.

-SR-

NBC Symphony looms as Steel summer substitute

Following pattern established in 1949, U. S. Steel plans to continue on summer air with NBC Symphony after Theatre Guild vacations in June. Decision still subject to Steel board confirmation.

-SR-

Is summer good time to sell?

With production and inventories growing (auto field is good example) and buyer resistance stiffening, advertisers this year are carefully analyzing summer selling techniques. Stimulus is fact that spendable income is at highest peak in history. Intriguing to advertisers contemplating broadcast campaigns is fact that only 8 percent are away from home at any one time during hot months.

-SR-

Integrated commercial by TV program star rates high

Value of delivery of integrated commercial by program star emphasized in March Starch report on TV commercials. Brand acceptance score for Congoleum products, sponsoring Garroway At Large, was one of highest ever recorded with 19 percent for viewers against 4 percent for non-viewers. Garroway does commercials.

-SR-

Keep your eye on Alaska

Impending addition of Alaska as 49th state, rapidly improving population and income statistics are attracting advertisers to Alaskan markets. Radio facilities are good; outstanding results are reported.

SPONSOR, Volume 4, No. 9, 24 April, 1950. Published biweekly by SPONSOR Publications Inc., 3110 Elm Ave., Baltimore 11, Md. Executive, Editorial, Circulation Office 510 Madison Ave., N. Y. $8 a year in U. S. $9 elsewhere. Entered as second class matter 29 January 1949 at Baltimore, Md. postoffice under Act 3 March 1879.

21 minute "Lightning That Sells" film ready in May

"Lightning That Sells," is planned for release first week in May. Script and voice have been redone, some sequences eliminated, new sound tract substituted. Shortened version designed especially for small group showings.

-SR-

TV stations curb questionable program practices

Many TV stations are adjusting programing, especially shows aimed at very young audiences, to answer own objections to questionable programing as well as Washington, parental, and educational groups criticisms. WDTV, Pittsburgh, has cancelled two crime shows with announcement by Don Stewart, general manager, of new station policy frowning on horror enactments. WOR-TV has adopted Motion Picture Producers' Code. KFI-TV, WKY-TV, WTMJ-TV, WAVE-TV, WTVR, WRGB, WDSU-TV are among number of others expressing active interest in higher programing standards.

-SR-

P & G-McKettrick arrange unique publicity exchange

Now there's a Ma Perkins dress, a Road to Life dress, a Big Sister dress, and several others named after Procter & Gamble daytime serials in an extensive publicity exchange between the soap firm and McKettrick-Williams, Inc., manufacturers of dress patterns. Ten dresses were created for the campaign. McKettrick will include name of programs, times heard, network and sponsor in all advertising; P & G reciprocates by plugging dresses and company on its programs for one month, starting at end of April.

-SR-

Rexall loss blamed on closing out of marginal stores

Despite first annual loss in six years, Rexall Board approves President Justin Dart strategy which calls for continued closing out of marginal stores and concentration on super drug marts. Dart expects to complete readjustments program in 1950, meanwhile exercising rigorous economy, including substitution of Phil Harris-Alice Faye show after 4 June ($14,500 weekly talent cost) in favor of Richard Diamond, Private Detective ($4,500 weekly). Firm proponent of radio's selling impact, Rexall expects to up use of medium when rebuilt program completed.

-SR-

Is common law copyright protection for program content?

Recent California decision jeopardizes radio and TV industry reliance on common law copyright to protect program content. In case involving Mel Blanc (Blanc vs. Lantz), court held that motion picture performance constitutes general publication, resulting in abandonment or loss of common law rights. Harry P. Warner, of Washington, D. C., law firm of Segel, Smith & Hennessey, discussing case in Vanderbilt Law Review 209 (1950) concludes if decision is affirmed on appeal, networks, stations, sponsors, etc., will have to copyright all program material in lieu of relying on common law protection.

(Please turn to page 44)

LARRY SHOTWELL In Bowling,* WHEC In Rochester

LONG TIME RECORD FOR LEADERSHIP!

*In the 1930 American Bowling Congress Tournament Shotwell bowled an amazing 774 for a 3 game frame (perfect 1,000). . . . Larry Shotwell's record has *never been topped since!*

In 1943 Rochester's first Hooperating reported the decided WHEC listener preference. This station's Hooperatings have *never been topped since!*

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	**43.4**	16.5	10.8	6.8	16.9	3.6
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	**38.3**	25.0	7.7	13.2	9.3	1.8
EVENING 6:00-10:30 P.M. Sunday through Sat.	**36.2**	23.1	6.6	7.4	10.3	

Station Broad casts till Sunset Only

DECEMBER-JANUARY HOOPER

Latest before closing time.

BUY WHERE THEY'RE LISTENING:—

Member GANNETT RADIO GROUP

CBS

WHEC of Rochester

N. Y.

5,000 WATTS

Representatives: **EVERETT-McKINNEY, Inc.** *New York, Chicago,* **LEE F. O'CONNELL CO.,** *Los Angeles, San Francisco*

SPONSOR

Vol. 4 no. 9 24 April 1950

digest

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Cover shows familiar scene this time of year in Louisville: WHAS covering the Kentucky Derby.

Editor & President: Norman R. Glenn
Secretary-Treasurer: Elaine Couper Glenn
Managing Editor: Miles David
Senior Editors: Frank M. Bannister, Ellen Davis, Irving Marder
Assistant Editors: Joe Gould, Fred Birnbaum, Arnold Alpert
Art Director: Howard Wechsler
Vice-President—advertising: Norman Knight
Advertising Department: Edwin D. Cooper (West Coast Manager), M. H. LeBlang, Beatrice Turner, Edna Yergin, Lawrence Zeltzer
Vice-President & Business Manager: Bernard Platt
Circulation Department: Ann Ostrow, Emily Cutillo, Victoria Woods
Secretary to Publisher: Augusta Shearman
Office Manager: Olive Sherban

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ARTICLES

One housewife trusts another

Housewives' Protective League is unique series of programs which sell to women because they guarantee products, soft-pedal commercials — 19

Uncounted millions

Radio is growing industry and there are now figures to prove it . . . despite what salesmen for other media may say about encroachment of TV — 22

Quaker rug's magic carpet

This division of mammoth Armstrong Cork tried to get started with big magazine ads. These failed and radio now gets full budget of $500,000 — 24

Basic difference

Source of radio's strength is fact that you have to devote full attention to TV. Since it's possible to do chores and listen to radio at same time, it's possible to listen more hours each day than viewer can view — 26

Radio rates: which way should they go?

After calm consideration, advertisers will realize radio should not be the "fall guy" for TV. It is delivering more total circulation now than ever — 28

Department store TV

Big stores are jumping into television with none of the hesitance they showed about radio. They regard programs as direct sales vehicles — 30

IN FUTURE ISSUES

Summertime facts and figures

SPONSOR's next issue will be devoted completely to "summer selling." It will include a story which sums up facts sponsors ought to know about summertime audiences and great sales opportunities of summer broadcasting — 8 May

Hot weather programing

A second story in the "summer selling" issue will tell about trends in summer programing of interest to advertisers — 8 May

Aid for timebuyers

Valuable method of judging station's share of audience from new BMB ratings has been developed. It should be an aid to sponsors planning spot campaigns

Why WCAO is a better buy in Baltimore--

★ The greatest audience in WCAO history.

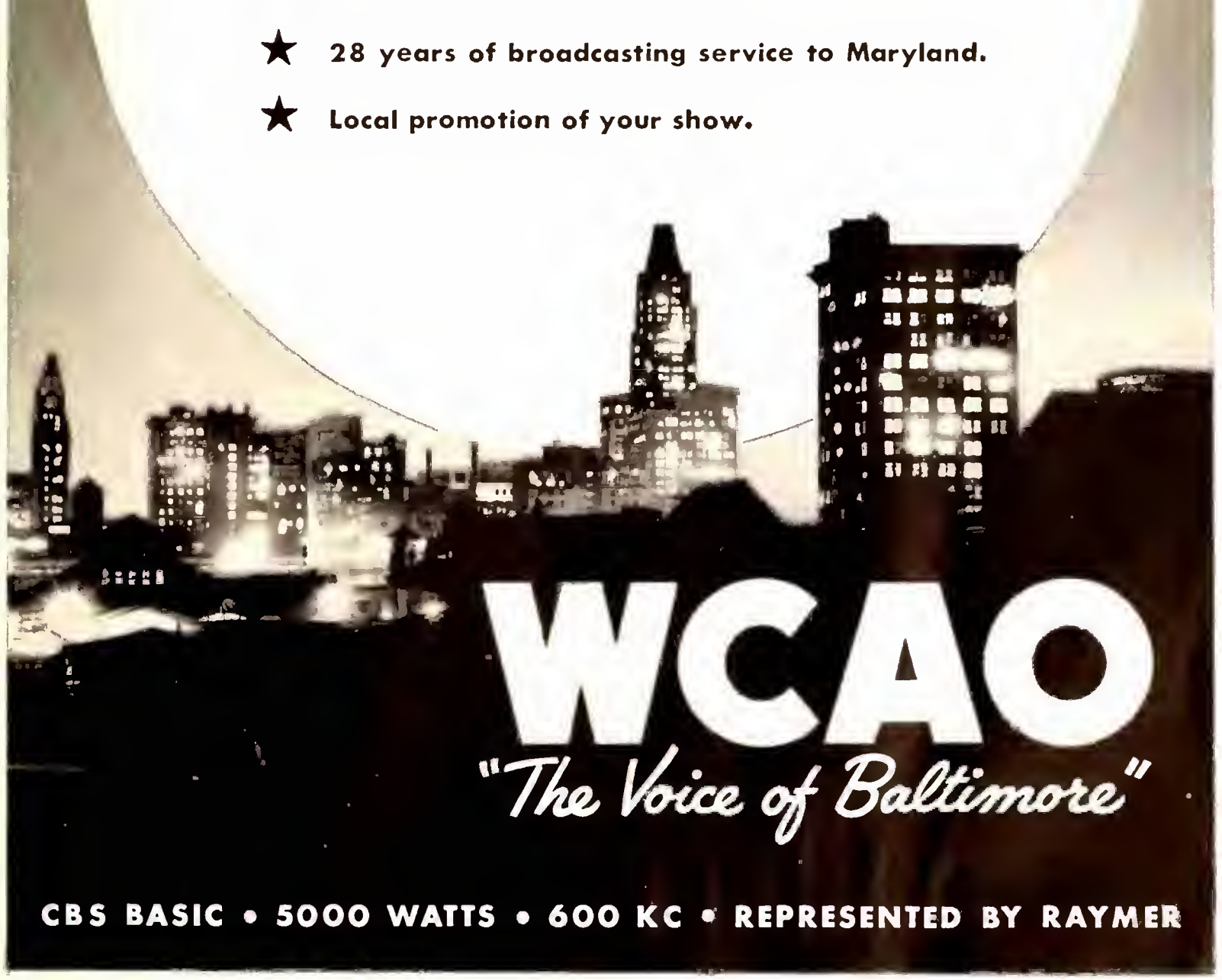
★ All programs transmitted simultaneously by WCAO-FM...extra coverage at no extra cost.

★ Full Basic CBS network programming.

★ No rate increase since 1946.

★ 28 years of broadcasting service to Maryland.

★ Local promotion of your show.



INCREASE
in Power
NO INCREASE
in Rates

KONO

5000 watts DAY

NOW 860 kc.

1000 watts Night Directional

San Antonio's Oldest Music and News Station

Represented Nationally by Forjoe & Co.

510 Madison

FARM FACTS

Will you please send me 30 copies of your Farm Facts Handbook and bill me accordingly? I am requiring that each student in my radio programing class secure a copy. If you have any other publications, I would appreciate securing sample copies to determine their value for class use.

You might be interested in knowing that we often discuss articles in class appearing in SPONSOR. I feel that familiarity with your magazine is a "must" for prospective radio personnel.

CHARLES F. HUNTER
Assistant Professor of Radio
Northwestern University
Evanston, Illinois

The writer supervises a large farm machinery account which, from time to time, uses radio broadcast advertising. Therefore, it would be greatly appreciated if you would send me a copy of your Farm Facts Handbook.

DOLPH JANSEN, JR.
Vice president
Fuller & Smith & Ross
Cleveland

● The 52-page Farm Facts Handbook is available to subscribers as a bonus. To others, the cost is $1 per copy.

LOOKING FOR SPONSOR

The enclosed check for $8.00 is to cover a one-year subscription to SPONSOR.

Will you please begin this subscription with your next issue. Mail to Mr. Willard A. Pleuthner, BBD&O.

We know that SPONSOR will keep us abreast of developments in the radio-television field and therefore greatly anticipate receiving our first copy.

PHELPS DEERSON
BBD&O
New York

FOREIGN LANGUAGE STORY

I have just finished reading your article "They love their native tongue" in the 27 March SPONSOR, and may I take this opportunity to compliment you on a truly fine article. The staff of SPONSOR allowed no stone to be unturned when compiling this article. My

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1 2 billion for general merchandise, 1 4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results ...and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

hat goes off to you!

Keep up the fine work in presenting a most valuable magazine.

ANNETTE OROMANER
Program Director
WHAT & WHAT-FM
Philadelphia

For some time I have wanted to write you a letter telling you how much I enjoy SPONSOR. Only a nudge was necessary but the current issue is an H-Bomb.

I am most excited about the foreign language article which appears. I think it will prove very valuable to us and I certainly appreciate it.

You will be interested in knowing that a sales letter prepared last week is in the mails to all advertising agencies with a postscript calling their attention to this issue of SPONSOR.

I would not be happy without adding my praise for the special issue on LIGHTNING THAT TALKS. It was a magnificent job and a fine promotion of radio.

In short, I like SPONSOR.

CLAUDE BARRERE
General Manager
Foreign Language Quality Network
New York

COOKING OILS

My attention has just been called to the 13 February issue of your most excellent publication.

On page 19 of that issue there is one of the year's outstanding examples of journalistic enterprise—for which you are undoubtedly receiving great acclaim from the spot radio industry.

One of the most interesting features on page 19 was the fact that you had no qualms in crediting the Hooper City Reports for the figures on how daytime listening varies by localities, but did not seem to want to waste the slight amount of composition charges that would have been involved in giving either the Industrial Surveys Company or the Bureau of Advertising a credit line on the chart at the top of the page that is headed, "Cooking Oils—distribution of purchases by Geographic Regions."

HAROLD S. BARNES
President
Industrial Surveys Co.
New York

• The omission of credit was inadvertent.

Keep Your
OMAHA-DES MOINES Sales On An "EVEN KEEL" with
KMA
Shenandoah, Iowa

Our BMB Area is 184 Counties in Iowa, Nebraska, Kansas, and Missouri. The dominant trade centers for this area are Omaha and Des Moines.

HOWEVER . . . .

73.2% of this population live on farms or in small towns (under 10,000 population). Conlan and mail pull prove KMA is the dominant station in this rural and small town area. Without KMA you lose impact, miss the prosperous farm and small town families.

AND . . . .

we mean prosperous! Iowa-Nebraska Agricultural Income Increase, 1948 over 1947, was the highest in the nation. The 1949 estimate indicates another increase due to larger marketings, veterans' bonus.

Get All the Facts From
Avery-Knodel, Inc.
National Representatives

KMA
Shenandoah, Iowa

For Omaha TV Coverage

Use Television Station KMTV. With programs from CBS, ABC and Du Mont, KMTV leads the way in reaching your Omaha customers.

KMTV Television Center Omaha

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa

Department of Commerce survey promises bright future for furniture industry

The furniture industry may be facing a new era according to a 15-page survey of the household furniture industry published by the Department of Commerce. Family life centering increasingly around the home under the influence of television; high levels of residential construction; and increasing population make 1950 sales prospects bright for the furniture industry.

160 items now listed in consumer's price index

Radio advertisers can get a clearer picture of what the worker is buying today from the revised consumer's price index. One hundred and ten items have been added to 50 previously checked in 56 cities by the Bureau of Labor Statistics. Beer and wine are included in the new listings —the first revisions since 1934-36.

P. Lorillard Company president sees government tobacco support leading to higher prices

The lower priced cigarettes stand a good chance to make further sales gains if government tobacco support continues. The government now holds more than 350,000,000 pounds of all types of tobacco, 200,000,000 pounds acquired under the tobacco support plan. P. Lorillard Company president Herbert A. Kent adds that a 10 percent reduction in acreage of burley under government control points to as high if not higher prices on tobacco. This should mean a heavier air campaign for lower-priced brands which have been making tremendous sales gains lately.

National income up but buyers are more selective

National income, industrial output and home building have all shown gains for 1950's first quarter according to a monthly report issued by the Council of Economic Advisers. The average personal income after taxes has increased $61 per family (2.9 persons above 10 years of age) or approximately $3,836 annually. Despite the increase in income, people are more selective in their purchases. And, in this buyers' market it will be up to advertisers, through effective use of media, to do the selling.

Increased margarine sales will prove embarrassing to the government

Margarine consumption has increased 550,000,000 pounds since 1939 (last year it was 850,000,000 pounds). Butter use has dropped 576,000,000 pounds since 1939. If butter sales drop any further, it will be particularly embarrassing for the U. S. government since there is 10 times as much butter on hand as a year ago, and most of the butter in cold storage is government-owned. Meanwhile, the margarine manufacturers are mapping their ad strategy, including broadcast advertising, to hypo oleo sales. Federal taxes on oleo end 1 July.

Federal Reserve Board survey shows consumers plan to keep buying homes, appliances

The Federal Reserve Board reports that although consumers are more uncertain about business conditions, they expect to keep buying. Encouraging news to home builders, auto makers and TV set manufacturers is that people expect to buy some one million homes this year. TV sets, automobiles, and electrical appliances are also high on the list of items people want to purchase.

Detergents get a large share of domestic market's fats and oils as ad competition continues

A Senate agriculture committee reports detergents are getting a large share of the domestic market's fats and oils. However, the detergents show no sign of grabbing off 33 percent of the soap market as previously predicted by the industry with both soaps and detergents heavily plugged airwise. 1949 soap sales are estimated at 3.2 billion pounds while detergent sales reached 800,000,000 pounds.

Senate Commerce Committee turns down liquor advertising bill

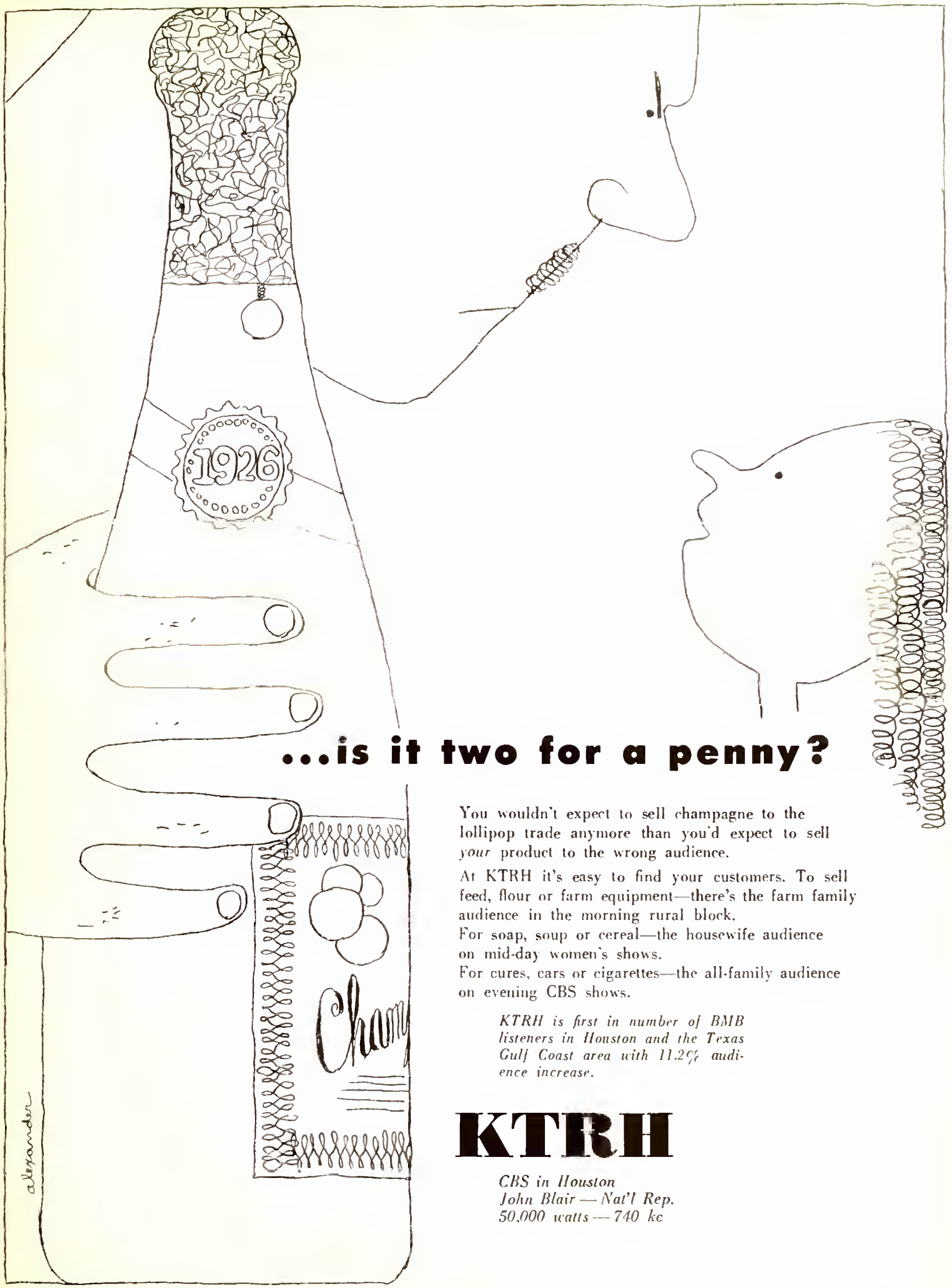
Beer and wine manufacturers, heavy users of spot radio and sponsors of many sports broadcasts, have surmounted another attempt at adverse legislation. The Senate Commerce Committee has rejected a measure proposed by Republican Senator William Langer (North Dakota) that would have prohibited radio stations and other forms of media from carrying alcoholic beverage ads across state lines.

Radio advertisers can take advantage of G. I. money due this summer

Air advertisers can take advantage of "summer selling" in the coming months and at the same time slant their broadcast advertising copy to the ex-G. I. Terminal leave bonds worth $331,000,000 will mature this summer giving alert furniture, radio and TV, and appliance manufacturers a chance to sell plenty of merchandise.

Edgar Kobak favors federated NAB

Edgar Kobak, former president of the Mutual Broadcasting System, and newly-elected member of the NAB board, has come out in favor of a federated NAB. Under this plan, AM, FM and TV would be in separate divisions with a federated president and staff to deal with common-denominator factors.



...is it two for a penny?

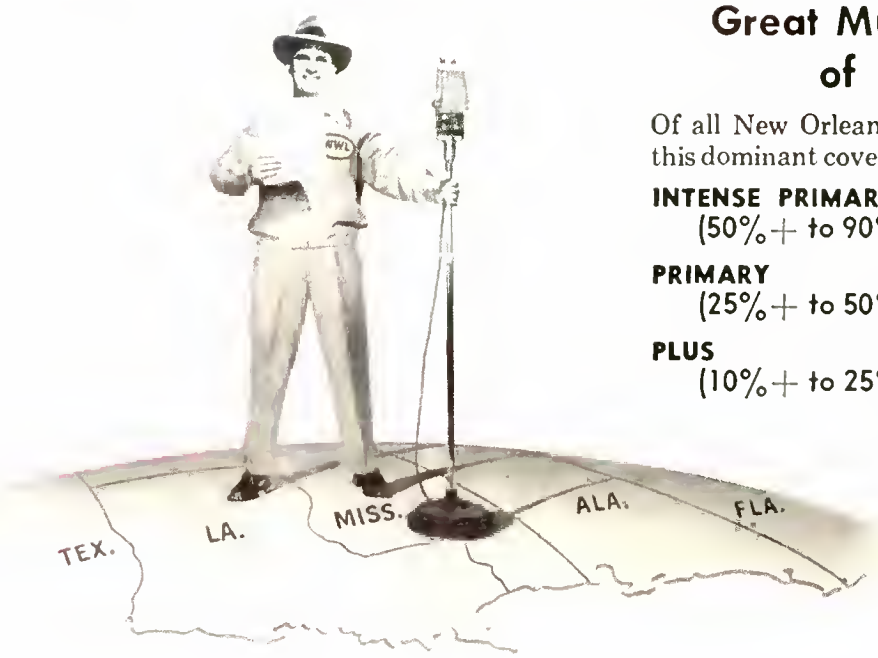
You wouldn't expect to sell champagne to the lollipop trade anymore than you'd expect to sell *your* product to the wrong audience.

At KTRH it's easy to find your customers. To sell feed, flour or farm equipment—there's the farm family audience in the morning rural block.
For soap, soup or cereal—the housewife audience on mid-day women's shows.
For cures, cars or cigarettes—the all-family audience on evening CBS shows.

KTRH is first in number of BMB listeners in Houston and the Texas Gulf Coast area with 11.2% audience increase.

KTRH

CBS in Houston
John Blair — Nat'l Rep.
50,000 watts — 740 kc



. . . and delivers you a Great Multi-State Audience of 643 Counties

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) . . . . . **114 Counties**

PRIMARY
(25%+ to 50%+) . . . . . **128 Counties**

PLUS
(10%+ to 25%+) . . . . . **401 Counties**

TOTAL **643 Counties**

South's Greatest Salesman Leads in Merchandising

Every place folks go in New Orleans, WWL's big visual promotion campaign is on the job—selling your program!

On the street—colorful 24-sheet posters, streetcar and bus dash signs.

In the store—stack signs, posters, displays.

In the home—big newspaper ads—tempting listeners with WWL's varied attractions. No other New Orleans station gives you so *much* —so *often*—to build listenership.

Leads in Hoopers, Too

Latest Hooper proves that WWL outranks all other New Orleans stations in share-of-audience. Evenings, WWL takes a greater share-of-audience than next two stations combined.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

STOP GUESSING!

WGAL-TV

the ideal station for testing your TV sales campaign.

The only television station which reaches this large, prosperous section of Pennsylvania —including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEINMAN STATION

WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER

ASSOCIATES

Las Angeles — New York

San Francisca — Chicago

NBC TV AFFILIATE

Mr. Sponsor

Leroy A. Lincoln

President
Metropolitan Life Insurance Co., New York

Quiet, amicable Leroy A. Lincoln has worked energetically to help build the world's largest private corporation into a powerful force for better living. Since its inception the Metropolitan Life Insurance Company has campaigned to teach its approximately 35,000,000 policy holders how to avoid the hazards of life. Lincoln's crusade to keep people living longer might appear to be a shrewd business operation. Actually, his public service efforts are a result of his deep rooted sense of social responsibility.

Throughout most of his early life Lincoln did not show any signs of outstanding ability. He was graduated from Yale law school with average marks and without performing notable feats. Said Lincoln: "... I never did anything to distinguish myself."

Lincoln's career started taking definite shape in 1915. After practicing law in Buffalo, New York, for 11 years with moderate success, he was elected as a delegate to the state constitutional convention. During the meetings that followed, he had several sharp disputes with fellow delegate Jesse S. Phillips, who was later appointed New York State Superintendent of Insurance. Despite these clashes Phillips regarded his adversary as a man with a brilliant legal mind. He offered the young barrister a job which Lincoln accepted.

After two years Lincoln was lured to Rumsey & Morgan, insurance specialists. A short time after, Metropolitan asked him to join its organization as general attorney. Although he was eager to take the job he knew R & M would be hard hit if he left. For the next two years Lincoln served both companies. In 1919 he became a full time lawyer for Metropolitan; seven years later he was made general counsel. He became vice president in 1929, president in 1936.

Metropolitan's radio philosophy has remained unchanged since it began using radio in 1925. The company never sells insurance on the air. It uses the medium chiefly for propagating its principles for healthy living. In 1950 Metropolitan will spend almost one-half of its $2,000,000 annual ad budget for radio. It is currently sponsoring 363 local programs, mostly 15-minute newscasts, covering 47 cities in the United States and Canada. The avalanche of letters that pour into stations requesting the firm's literature has convinced Metropolitan that radio pays off.

MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League . . . and WJBK, for the second straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your *best* bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVENUE, NEW YORK 17, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

New developments on SPONSOR stories

p.s.

See: "Rise and shine"
Issue: 14 February 1949
Subject: Early morning programs

Wake 'em up and make 'em like it.

WFAA, Dallas, does just that with its show *The Early Birds*. Proof: a recent contest pulled 30,000 entries.

Ingredients for most morning shows are basically the same, as SPONSOR pointed out in its article "Rise and shine." Lively chatter, and rousing recorded music are the staples.

But *The Early Birds* goes in for live (and top-notch) talent as well as liveliness.

Through the years quality of program talent has been high. It boasts such alumni as: Eddie Dunn, now with NBC's *Jack Berch Show;* Gus Levine, now orchestrator with Mark Warnow; Pem Davenport, musical director for *Kiss Me, Kate;* Mack Harrell, Metropolitan Opera baritone; Dale Evans, now Mrs. Roy Rogers on and off screen; Lois Moseley, coach for Decca recordings; Cass County Boys, now with Gene Autry; Fred Lowery, famed for whistling appearances with Horace Heidt; Jimmy McClain, ex-*Dr. I. Q.;* and Nancy Gates, RKO starlet.

Aside from the all-important live talent angle, producer Ben McCleskey credits commercial success for the program to (1) close cooperation among the producer (a cast member himself), the central comic character, the announcer, and the musical director; (2) wisdom of agencies in allowing cast members to handle lead-ins, fresh daily jingles, and singing tags to set-commercials, thus giving the show spontaneity; (3) avoidance of the stereotypes so often used to produce a backwoods flavor, although the show's story takes place in a backwoods hotel.

p.s.

See: "Broadcasting pulls on the newsstand"
Issue: 26 September 1949
Subject: Magazines on the air

Television can sell magazines. And the success of *TV Guide* in the New York area provides the most recent example.

As SPONSOR stated in "Broadcasting pulls on the newsstand." ". . . mass magazines have found for a number of years that their big competitor is also their star salesman . . . radio or TV." *TV Guide*, as a sponsor intelligently using TV time, has shown remarkable results.

The magazine is just two years old. But it is now said to be the second largest newsstand magazine in the New York area. Its current weekly circulation is reported to be over 200,000 and it is averaging a 7,000 to 10,000-copy climb a week, according to the publishers.

Lee Wagner and Len Ruskin started *TV Guide* March 1948. Their idea: to give viewers information not found in the newspapers about TV programs. They began using TV spots immediately. Now they average an expenditure of $4,000 to $5,000 a week on 10-second, 20-second, and one-minute TV spots plus numerous one shot shows as all out campaigns on certain issues. They once spent $1,025 for TV spots keyed to a particular drive and received in return over $12,000 worth of new subscriptions. TV gets 90 percent of their advertising budget with an annual expenditure of over $100,000.

As to future plans for *TV Guide*, Len Ruskin says: "We hope to have national coverage some day: we now cover New York, Connecticut, and New Jersey. Most of our advertising budget always will go, of course, into TV."

NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music

Write, phone or wire for details.

Ralph N. Weil, General Manager
John E. Pearson Co., Nat'l Rep.

WOV
NEW YORK

New and renew

These reports appear in alternate issues

New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKETS	CAMPAIGN, start, duration
Clark Brothers	Teaberry Gum	McCann-Erickson (N. Y.)	Indefinite; list not set at moment	Spots and chainbreaks; March 20; indefinite length
Gotham Hosiery	Stockings	Sterling (N. Y.)	N. Y.	Participation on women's programs
Grove Laboratories	Fitch dandruff remover shampoo	Harry B. Cohen (N. Y.)	60 markets	Spots; March 13; 29 weeks
G. F. Heublein & Brothers	A.1. sauce and mustard	Duane Jones (N. Y.)	Cincinnati, Portland, L. A., St. L., Detroit, M'npls., Chicago	Spots; 2nd 13-week cycle at present
Mail Pouch Tobacco Co.	Tobacco	Charles W. Hoyt (N. Y.)	Midwest	Spots (no specific buying planned for 30 days)
Metro Goldwyn Mayer	"Annie Get Your Gun"	Donahue & Coe (N. Y.)	Indefinite	Spots; May 1 for several days
Nash	Automobiles	Geyer, Newell & Ganger (N. Y.)	150 markets	Spots and chainbreaks; April 13; four weeks
Nestle Co.	Nestea	Doherty, Clifford & Shenfield (N. Y.)	Jacksonville, Miami & St. Petersburg	One-minute spots; (Jacksonville April 10; Miami April 3; St. Petersburg April 17); eight weeks
Nestle Co.	Nescafe	Doherty, Clifford & Shenfield (N. Y.)	Honolulu, Hilo	Spots; April 10; eight weeks
Pharmco Inc.	Feen-A-Mint	Duane Jones (N. Y.)	Over 50 stations; Midwest	Announcements; March 5; 13 weeks
Procter & Gamble	Ivory soap	Compton (N. Y.)	Over 60 markets	One-minute announcements; April 1; indefinite period
Sick's Seattle Brewing & Malting Co.	Rainier extra pale beer	Western (Seattle)	All Seattle stations and 21 others in Western Wash.	Spots

Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KBON, Omaha	MBS	John E. Pearson, N. Y.
KBUC, Corona, California	Independent	Joseph Hershey McGillvra, N. Y.
KOLN, Lincoln	MBS	John E. Pearson, N. Y.
KPHO-TV, Phoenix, Arizona	ABC, CBS, NBC, DuMont	Edward Petry, N. Y.
KXXX, Colby, Kansas	Independent	H-R Representatives, N. Y.
WDAF-TV, Kansas City, Missouri	ABC, CBS, NBC, DuMont	Harrington, Righter & Parsons, N. Y.
WERE, Cleveland	Independent	William G. Rambeau Co, N. Y.
WIL, St. Louis	Independent	John E. Pearson, N. Y.
WROK, Rockford, Illinois	ABC	H-R Representatives, N.Y.

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Dick Allman	Truscon Laboratories, Detroit, adv mgr	Wolfe-Jickling-Conkey Inc, Detroit, acct exec
James M. Alspaugh	John Blair & Co, S.F., acct exec	H-R Representatives Inc, S. F., mgr
Charles L. Babcock	Yates Advertising Co, N. Y.	New agency; Yates Advertising Inc, changes to Yates, Wertheim & Babcock, N. Y.
James W. Blackburn	McCann-Erickson, N. Y., copy group head	Same, vp
Vincent R. Bliss	Grant, Chicago	H-R Representatives, Chi., sls
Walter D. Compton	Look Magazine, in charge of promotion in 11 states	Robert S. Taplinger & Associates, N. Y., vp (In charge of Reverly Hills office)
Guild Copeland	Cecil & Presbrey, N. Y., acct exec	Same, vp
Edward C. Court	Alfred Hart, L. A., gen sls mgr	Melvin, Newell & Rector, H'wood, vp
Charles B. Davis		Charles B. Davis opening new agency, Knoxville, Tenn.
Frank Denman	Buchanan & Company, N. Y., copy chief	Geyer, Newell & Ganger Inc, copy staff
David T. DuMont	Communication Measurements Laboratories, N. Y.	Picard, N. Y., acct exec
Sherman K. Ellis	Sherman K. Ellis and LaRoche & Ellis Inc, N. Y., pres	Renton & Bowles, N. Y., vp
Dave Elton	Young & Rubicam, N. Y., prod on various network shows	Young & Rubicam, N. Y., in charge of radio activities on the Borden account
William Franchey	Wilhelm, Laughlin-Wilson & Associates, Houston, member of plans board	Same, vp in charge of new business
Jack Gillett	J. Walter Thompson Co Ltd	Walsh, Toronto, art dept
John J. Gronfein	Louis M. Cottin & Co, N. Y., partner	Joseph Katz Co, N. Y.

● *In next issue: New and Renewed on Networks, Sponsor Personnel Changes, National Broadcast Sales Executive Changes New Agency Appointments*

Advertising Agency Personnel Changes (Continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
W. H. Hadlich	Shipstads & Johnson Ice Follies, gen mgr	Walter McCreery, Beverly Hills, pub rel and prom dir
Henry Halpern	Young & Rubicam	Ward Wheelock, Phila., research mgr
Alvin J. Hetfield	Management and sales consultant	Van Diver & Crowe Inc, N. Y., pres
Bud Holtzman	Playmakers Production Co, writer	Gerome, St. L., head of tv dept
Andrew J. Hull	Continental Can Co, dir of package design	Levy, Newark, art dir
Marjorie Child Husted	General Mills, dir of home service dept	Dancer-Fitzgerald-Sample, N. Y., adviser on consumer svc
Russell B. Insley	Foote, Cone & Belding Ltd, London, copy chief	Same, dir of London board
Stanley H. Jack	Ewell & Thurber, Chicago	Kling Studios, Detroit, resident mgr
Karl M. Joens	Allen & Reynolds, Omaha, acct exec	Same, partner
Robert E. Johnson	Ross Roy Inc, West Coast rep	Kenyon & Eckhardt, H'wood., pub rel on the Lincoln-Mercury acct
Allan W. Kerr	WCBS, N. Y.	Transit Radio, N. Y., Eastern sls mgr
Roger H. Lewis	Monroe Greenthal Co, N. Y., copy chief and acct exec	Same, asst to the pres
Harriett Lingo	Christian Rural Overseas Program, pub rel dir	Wasser, Kay & Phillips Inc, Pittsb., acct exec
John F. McClure	The Sofskin Co, N. Y., vp	Kenyon & Eckhardt, N. Y., acct exec
Jack Matthews	Dancer, Fitzgerald, Sample, Chicago, space buyer	Ross Roy-Fogarty Inc, Chicago, head of media department
William P. Peavey	C. E. Hooper, N. Y., dept head	John Blair, S. F., acct exec
Joseph A. Proctor	James Thomas Chirurg, Boston, vp in charge of merchandising	Same, dir of agency
Stephen H. Richards	General Motors (Buick Motor Division), Detroit, exec staff	Kudner, Detroit, pub rel staff
William A. Rogers	Frederic W. Ziv Co, Cincinnati, dir of special svcs	Same, acct exec
Jack Rome	Roy S. Durstine Inc	The Biow Co, N. Y., acct exec
Wallace A. Ross	Ross Reports on Television, N. Y., publisher	World Video Inc, N. Y., dir of sls (Ross Reports will continue)
Marvin I. Rudwick	Gordon & Rudwick, N. Y., partner	Joseph Katz Co, N. Y.
Granville Rutledge	Glee R. Stocker & Associates, St. L., vp	M. L. Hirsch Co, St. L., exec vp and partner
James Scroggie, Jr.	J. J. Gibbons Ltd, Toronto	Walsh, Toronto, copy dept
Kenneth H. Seitz	West Bend Pilot (Wisconsin), pub and gen mgr	Morrison, Milwaukee, acct exec
Peter J. Sutcliffe	Royer & Roger, N. Y., vp and gen sls mgr	Rogers-Kellogg-Stillson Inc, N. Y., exec
Janet Chatfield-Taylor	Saks-Fifth Avenue, N. Y., prom. dir	Irving Serwer, N. Y., dir of fashion merchandising programs
Marion E. Welborn	Associated, L. A., partner	Walter McCreery Inc, L. A., bus mgr
Richard Werden	Norman D. Waters	Dorland, N. Y., space buyer
E. Taylor Wertheim	Formerly of Wertheim Advertising Associates, N. Y.	New agency; Yates Advertising Inc. changes to Yates, Wertheim & Babcock, N. Y., vp
J. Arthur West	Television Cartoons Inc, dir of sls	Frederic House Inc, N. Y., head of tv film dept
Roy Neil Williams	Armour & Co, mgr of industrial adv	John Mather Lupton Co, N. Y., acct exec
Lon A. Young	Mike Newman Associates, L. A.	Wolfer-Douglass-Bennington, L. A., acct exec

New and Renewed Television (Network and Spot)

SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
American Chicle Co	Badger, Browning & Hersey	WNBT, N. Y.	Film spots; April 5; 39 wks (r)
American Tobacco Co	BBD&O	WNBT, N. Y.	Film spots; March 30; 52 wks (r)
Borden Co	Young & Rubicam	WNBT, N. Y.	Film spots; March 23; 15 wks (n)
Breyer Ice Cream Co	McKee & Albright	WNBT, N. Y. WNBW, Wash.	Film spots; March 20; 52 wks (r)
Buick Div of Gen Motors	Kudner	WNBT, N. Y.	Film spots; April 4; 9 wks (r)
Bulova Watch Co	Biow	WNBT, N. Y. WNBK, Cleve. WNBW, Wash.	Film spots; Various starting dates from March 10:30; 52 wks (r)
Burry Biscuit Co	Clements	WNBT, N. Y.	Western Film; Th 6-6:15 pm; March 9; 52 wks (n)
Campana Sales Co	Clements	WNBT, N. Y.	Film spots; March 12; 52 wks (n)
Carpenter-Morton Co	Dowd	WNBW, Wash.	Film spots; March 16; 13 wks (n)
Celanese Corp of America	Ellington	WBZ-TV, Boston	Bump Hadley; Wed 7-7:15 pm; April 12; 13 wks (n)
Cities Service Co	Ellington	WNBT, N. Y.	Continental Cafe; Th 10:30-10:45 pm; April 20; 10 wks (n)
Conmar Products Co	Weintraub	WNBT, N. Y.	Film spots; March 22; 46 wks (n)
Duffy-Mott Co	Young & Rubicam	WNBK, Cleve. WBZ-TV, Boston WPTZ, Phila.	Film annemts; April 3; 13 wks (n)
Easy Washing Machine Co	BBD&O	WRGB, Schen.	Film spots; March 2; 47 wks (n)
Eversharp Inc	Biow	WRGB, Schen. WNBT, N. Y.	Film spots; April 10; 52 wks (n)
Gen Foods Corp (Birdseye Frosted Foods)	Young & Rubicam	WNBT, N. Y.	Film spots; March 12; 13 wks (n)
Great Atlantic & Pacific Tea Co	Direct	WNBT, N. Y.	Film spots; March 9; 52 wks (n)
Hoffman Beverage Co	Warwick & Legler	WNBT, N. Y.	Film spots; April 10; 10 wks (n)
Hood Rubber Co	McCann-Erickson	WNBT, N. Y. WNBK, Cleve. WBZ-TV, Boston WRGN, Schen.	Film spots; April 1; 13 wks (n) Who Said That; Mon 10:30-11 pm; March 13; 52 wks (n)
Inkograph Co Inc	S. R. Leon	WNBQ, Chi.	
Krueger Brewing Co	Gever, Newell & Ganger	WRGB, Schen.	Film spots; April 5; 13 wks (r)
Lamont Corliss & Co	Cecil & Presbrey	WNBT, N. Y.	Film spots; Various starting dates from April 3-5; 13 wks (r)
Minnesota Mining & Mfr Co	BBD&O	WNBW, Wash. WBZ-TV, Boston	
Murine Co	BBD&O	WNBT, N. Y.	Film spots; March 10; 13 wks (n)
Peter Paul Inc	Maxon	WNBT, N. Y.	Coho's Circus; Tu 6-6:15 pm; April 18; 10 wks (n)
Procter & Gamble Co (Tide)	Benton & Bowles	WNBQ, Chi. WNBK, Cleve.	Film annemts; April 4; 52 wks (n)
Benuzit Home Products	McKee & Albright	WNBW, Wash.	Film spots; March 28; 13 wks (n)
Standard Brands Corp (Instant Tenderleaf Tea)	Compton	WNBT, N. Y.	Film spots; March 29; 52 wks (n)
U. S. Rubber Co	F. D. Richards	WBZ-TV, Boston	Film spots; March 28; 13 wks (n)

Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the "good" months of the year . . . that "business always falls off in the summer anyway" . . . that "big-time network shows get replaced" . . . that "people just don't listen to the radio in hot summer months." Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay."

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

IOWA CAR-RADIO LISTENING

Length of Trip	*Percentage Who Tune In Their Car Radios*	
	MEN	WOMEN
Between 1 and 5 miles	33.8%	38.0%
Between 6 and 25 miles	53.0%	52.0%
Between 26 and 50 miles	68.3%	63.5%
Between 51 and 100 miles	69.1%	69.0%
More than 100 miles	80.5%	63.0%

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located *outside* the home and *outside* the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the *daytime* in metropolitan homes during July and August, than in the peak daytime month of February. *Evening* figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is *not* that there is less listening, but that at least *an equal amount of listening takes place, with a lot of it in non-surveyable locations!*

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-'round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to *what* to buy, what *brand* to buy and *where* to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS

No other Southern State rates as many firsts in Sales Management Survey as North Carolina. AND, WPTF with its central location, 50,000 watts at 680 KC, is North Carolina's Number One Salesman.

50,000 WATTS 680 Kc.

WPTF NBC AFFILIATE

★ also WPTF-FM ★

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

One housewife trusts another

Housewives' Protective League sells women by guaranteeing products, soft-pedalling commercials

spot Mr. Lorenz, president of the Lorenz Broom Company (largest Southern California manufacturers of corn brooms) had a postwar idea.

The idea: a completely new kind of broom. One made of sponge rubber. which could get into nooks and crannies faster.

But retail cost was $1.98, as compared to the 75-cent-$1 price range of the old-fashioned broom. Merchants refused to stock it.

Mr. Lorenz took his problems to the Elwood J. Robinson advertising agency. The agency suggested participation in the Housewives' Protective League program on station KNX, Los Angeles. After 60 days on the air, Mr. Lorenz called on the buyer of Bullock's, largest quality department store in downtown Los Angeles.

"Will you stock it now?" he asked.

"*Will* we! Never been gladder to see anyone. I lost your card, and didn't know where to get in touch. We're swamped with requests."

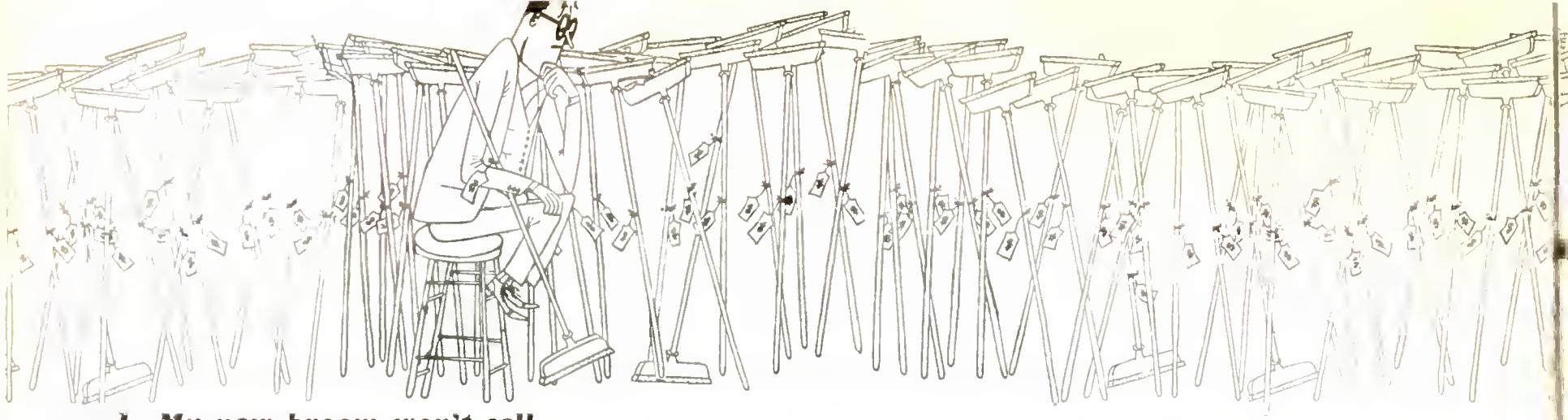
Within three months, the May Co., the Broadway store. Sears, Roebuck, and Ralphs, leading stores in the area, were having a tough time keeping up with the demand. In six months, the broom nobody wanted was making a clean sales sweep for Mr. Lorenz.

Mr. Lorenz' experience is not unique. For 15 years, the Housewives' Protective League has been pulling listeners, and their purchasing dollars for such national advertisers as Campbell Soup, Armour & Co., Celanese Corp. of America, Corn Products Refining Co., The Dollar Book Club. and literally hundreds of others. Typical result stories will be reported later in this article.

(HPL's success has been so powerful that NBC is countering with a new daytime show, *National Home Institute*, starting on WQAM this month. Prospective advertisers must submit products to the U. S. Testing Bureau. Once accepted. sponsors may use the seal of approval in overall advertising.)

Behind the success of HPL advertisers is an idea Fletcher Wiley presented in 1935 to Naylor Rogers, then general manager of KNX (now general manager of the Keystone Radio Network). Some questionable accounts were getting on the air at the time.

Wiley's proposition to Rogers was a program to protect housewives from fraud and false advertising. He proposed setting up a "testing bureau" of 3,500 Southern California housewives who would pass on the merits of every



1 – My new broom won't sell

product plugged on the program. He was so sold on the project himself that he offered to get the ball rolling via a half-hour daily program — for free. Rogers agreed.

The commentator went to work. When he found a food market consistently shortweighting customers, Wiley named the store, warned listeners. As a result, there were several convictions by the Los Angeles Bureau of Weights and Measures.

Fan mail for HPL was plentiful, sponsors nil. The idea was too new and radical. Several proprietary advertisers offered to underwrite it, but Wiley turned them down. At the end of six months, the commentator was still chatting about household problems, philosophizing about life. (He had to be philosophical; he was still salaryless.)

Program directors are listeners' trusted friends

Wiley's first sponsor was a dairy concern, the Golden State Company, of San Francisco, which signed for a two weeks' participation to develop leads for its drivers via a pamphlet offer. The account remained on HPL for 20 months. The program drew 8,000 leads in the first month. During the subsequent 19 months, requests averaged about 5,000 a month.

When CBS purchased KNX late in 1936, Wiley continued under the new setup. With his afternoon HPL program a local sellout, he went to Donald W. Thornburgh, then CBS Pacific Coast vice-president (now president of WCAU, Philadelphia), and asked for the *Sunrise Express;* this recordings show was to serve as an early morning replica of HPL.

The program was renamed *Sunrise Salute.* Its initial success involved a test campaign by the National Livestock & Meat Board. This organization offered a free booklet containing information on the purchase and preparation of fresh meat. It bought participations on programs over 14 stations. *Salute* came out best among the 14 on a cost-per-inquiry basis, pulling 19,469 requests.

Publication of these results gave other advertisers confidence in the program. Wiley likes to tell about the time when the Farmers Public Market, stuck with a carload of ripe peaches which had to be sold within 48 hours, called for help. One announcement sold the whole carload. There were other such examples.

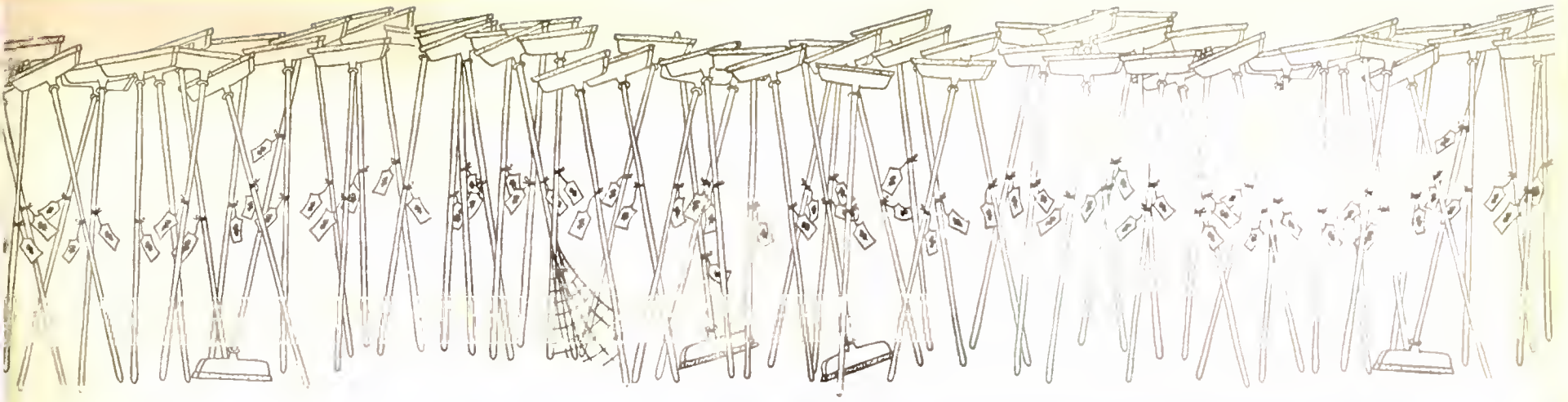
National advertisers and advertising agencies were quick to catch on. Campbell Soup Co., first national advertiser to sponsor the morning-afternoon combination, is still an enthusiastic participant. By 1940, Procter & Gamble, Pillsbury Flour Mills, Manhattan Soap Co. (Sweetheart Soap), La Mont Corliss & Co. (Nestle's Semi-Sweet Chocolate), Cudahy Packing Co., Scott Paper Co. (paper towels), and 19 regional and local advertisers were on the schedule, with 71 percent renewal contracts.

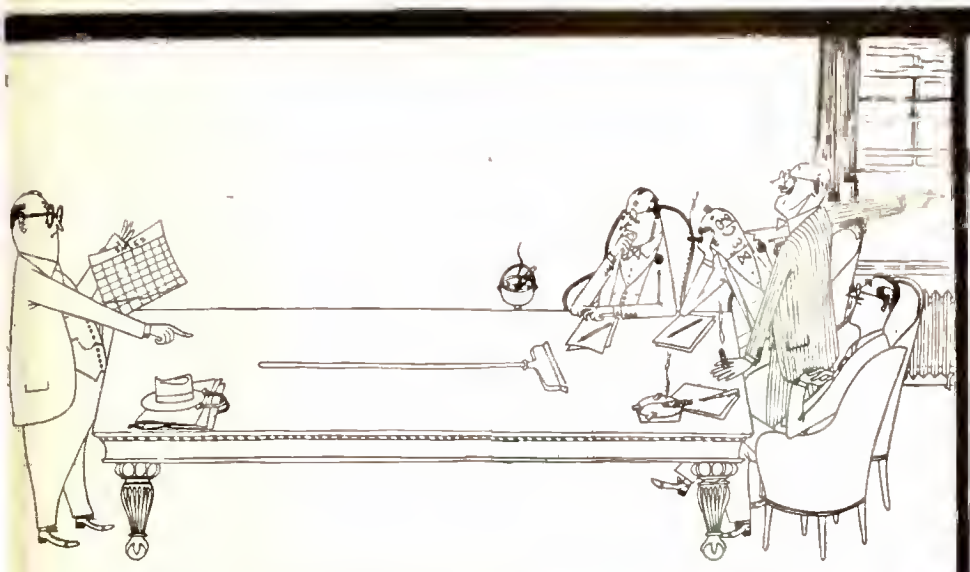
Then CBS stepped into the picture and bought the Housewives' Protective League for a cool million.

Currently, the program is carried on stations KCBS, San Francisco; KNX, Los Angeles; WCBS, New York City; WCCO, Minneapolis-St. Paul; WRVA, Richmond; KIRO, Seattle; WBBM, Chicago; WTOP, Washington, D. C.; KMOX, St. Louis; and WCAU, Philadelphia. There is a different commentator and housewives' board in each area.

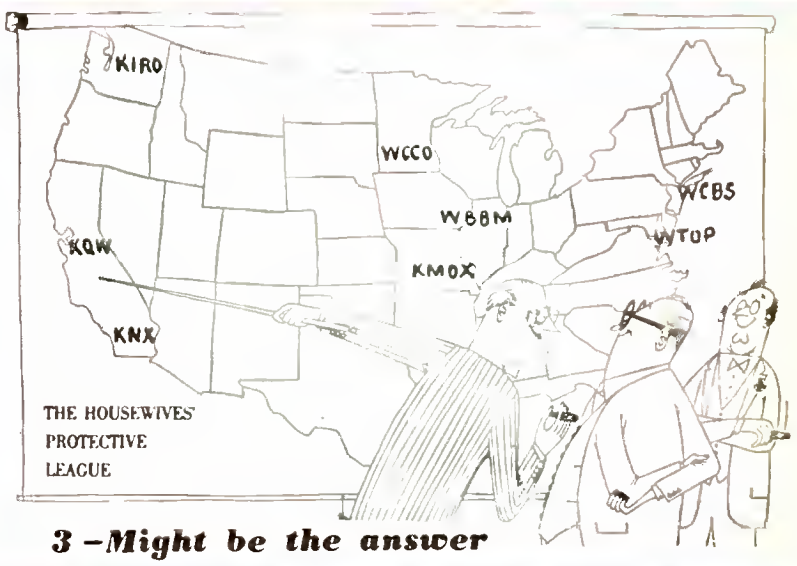
Wiley no longer appears on the program. But he trains the "director" (commentator) at each station. And the original concept and standards remain unchanged. In each of the markets, a panel of 750 to 5,000 housewives is maintained. These panels, representing an age, economic and social cross section of the area, are the final judges as to whether or not a product is accepted by HPL. The advertising "candidate" supplies the volunteer testers with samples of his product, together with a list of claims used about them in printed media. The housewives decide whether the claims are fair, misleading, or downright lies. If 80 percent of the judges decide in favor of the candi-

(*Please turn to page* 52)





2 – What can the agency cook up?



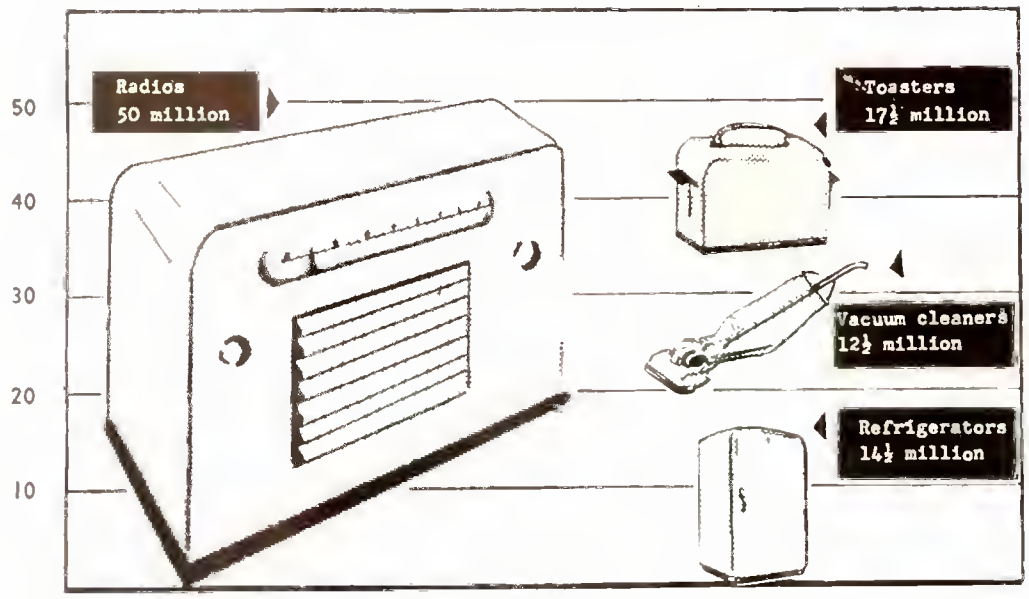
3 – Might be the answer

4 – Whoopee! they like it

5 – We're cleaning up

6 – HPL – we love you

Postwar set sales prove radio's vitality



More radios sold since war than combined total of toaster, cleaner, refrigerator sales

Radio's uncounted millions

AM broadcasting is still growing and new figures on out-of-home, multiple-set listening prove it . . . despite what other media say

YOUNG LADIES ABOVE ARE UNUSUALLY PRETTY

During 1950, radio's uncounted millions will be counted more accurately than ever before in the history of broadcasting.

They *have* to be counted, for they are what advertisers and agencies buy. Actually, recent research developments show sponsors are generally *getting more for their radio money than they know.*

Certain elements, notably within printed media, have been busy for some time playing radio against television—to the detriment of both. The space salesman, located in the metropolitan area, is highly conscious of the growth of television. He has a set; so has his neighbor. City roof tops are forests of TV antennae. So, he reasons, radio is on the toboggan slide. He further reasons that video isn't yet far enough advanced to do a job, either.

The obvious answer is for the advertiser to hold off and concentrate on magazines and newspapers. Superficially, it sounds like a simple and sensible point of view: don't invest in broadcasting advertising now. The scene is shifting too fast. Wait and see what happens.

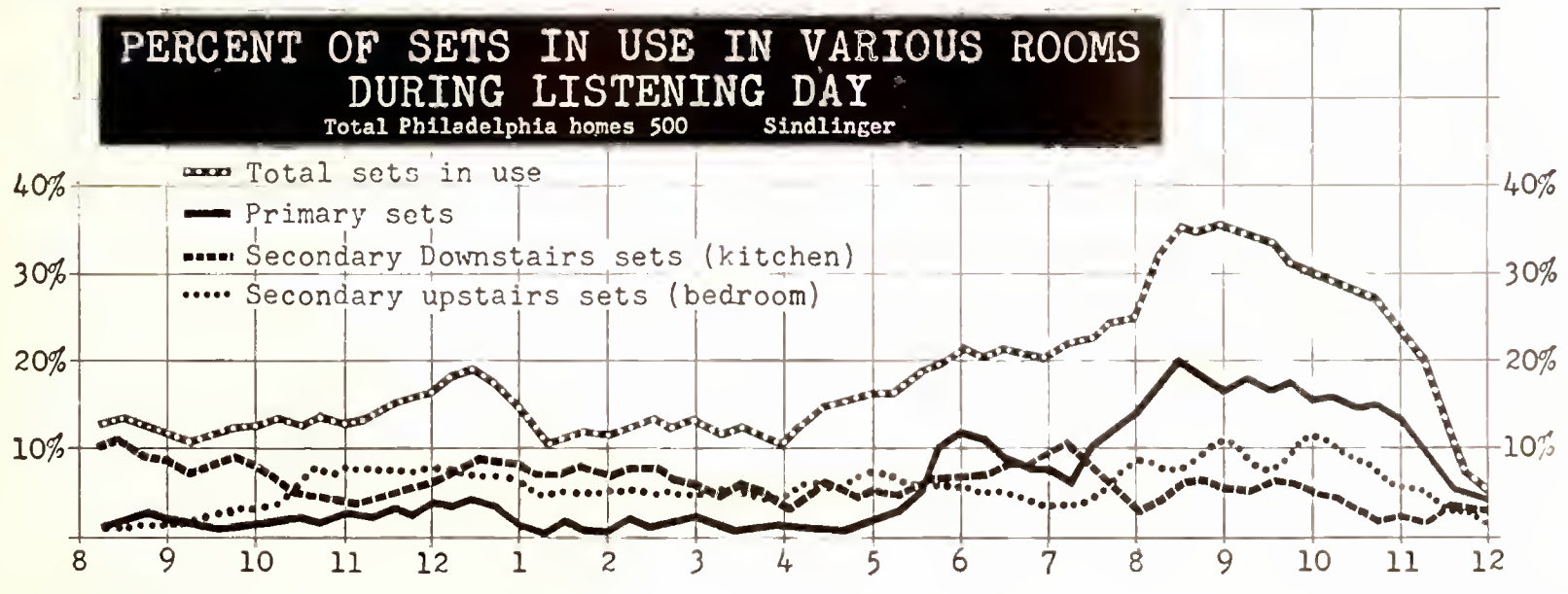
What the space salesman doesn't see is the overall national picture. He's discounting families in rural areas not serviced by TV stations. He's overlooking auto radios, the portables taken to the beach and park, the increasing trend towards multiple-set listening within the home.

The broadcasting industry itself has been largely overlooking these factors too, until the past few years. Consider these facts.

Since the war ended, over 50,000,000 radio sets have been purchased . . . more than the combined purchases of toasters, washing machines, refrigera-

(*Please turn to page* 46)

BUT THERE'S NOTHING UNUSUAL ABOUT RADIO LISTENING OUTDOORS. IT'S BIG FACTOR AND THERE ARE NOW FIGURES TO PROVE IT



Live trademark does the Quaker commercials

Quaker rug's magic carpet

Magazines weren't doing a job.

Now Quaker spends its whole $500,000 budget on broadcasting and goes places

network

Quaker Rugs has $500,000 to invest annually in national advertising. Each year for the past nine, nearly every penny of the Quaker national advertising budget has gone into radio.

The Armstrong Cork Company, manufacturer of Quaker Rugs and 349 other products, bought its first radio time for the low-price high quality floor covering line back in 1928. In the years since then, Quaker Rugs has risen from a shaky perch on the second rung of the industry ladder to a firm position on top.

That's the story, in brief. But here's the fuller account.

Armstrong Cork had been a heavy and consistent magazine advertiser since 1917, when the firm's first linoleum spread ran in *The Saturday Evening Post*. For its other products, Armstrong is still using the *Post*, in addition to *Collier's*, *Time*, the *Ladies' Home Journal*, among others, and more than 80 trade publications. (The firm's overall ad budget is reportedly about $4,000,000 annually.) Thus it was natural for Armstrong to turn to printed media when Quaker Rugs were introduced in 1924.

It soon became evident, however, that magazines weren't the answer. The ads just weren't reaching enough of the right kind of people. Quaker's ads in the slick national magazines were delivering readership in an income bracket far above that for which the rugs were priced. The result was much

BIG NAMES ALONE WON'T MAKE SHOW, SAYS QUAKER. THEY MATCH TOP STORIES WITH SOLID ACTORS, STARS OR UNKNOWNS

waste circulation, an expensive practice at national magazine rates.

That was the situation when the company decided to try radio. The footwetter was a half-hour weekly show on NBC with the resounding title: *The Armstrong Quaker Girl's Evening at Home*, Quaker Girl being a trade mark personification. Aired over 31 stations, the show followed the usual old-hat pattern of sedate music and dignified institutional selling. There were also guest speakers: Alice Duer Miller, Robert Sherwood, the Grand Duchess Marie, and others.

It would be pleasant to report that the program sold the product like mad. But the radio, back in the Twenties, was not the national institution it is today. Nonetheless, *The Armstrong Quaker Girl's Evening at Home* sold enough rugs to convince the company that they were at last reaching, through radio, the vast buying audience they had barely been able to scratch through magazines.

The *Armstrong Theater of Today*, current Quaker show on CBS, was preceded on the air by a spot radio venture, *The Heart of Julia Blake*. This followed the usual 15-minute daytime serial pattern, and was heard transcribed three times each week on a total of 23 stations, starting in 1938. At this point the Quaker selling pitch sharpened, and the institutional tone was jettisoned for a more direct approach. Results became more direct and tangible. The listening audience had grown enormously in the ten years since the Quaker Girl's radio debut. Julia Blake and her aching heart sold acres of Quaker Rugs and also such companion products as waxes and cleaners.

Several sampling tests were made during this period. A wax sample pulled heavily, and an offer of a children's coloring book inundated the Armstrong offices with tens of thousands of requests. The *Julia Blake* show solidified the firm's earlier conviction that radio was the ideal means of reaching down below the audience of national magazines and Sunday supplements.

By 1941, Armstrong's advertising manager, Cameron Hawley, was "enormously impressed" with radio's selling power. "We could see a direct upturn in sales each time we featured a particular Quaker Rug on our program," he said. The company noted case after case of a listener phoning one of its dealers and buying a Quaker Rug solely on the basis of having heard it described on the air. One Midwest department store got 23 telephone orders for a children's playroom rug within two hours after it was plugged on a Quaker broadcast. There were, of course, other striking sales results, this being only one of 50,000 Quaker Rug dealers.

As richly as radio was paying off for the firm back in the *Julia Blake* period, Hawley felt that Quaker hadn't really begun to tap the medium's full potential. As he saw it, the Quaker poser was how best to sell a low-priced item and yet retain "a prestige feeling" consistent with the product's quality leadership. Everything depended, obviously, on the sales vehicle.

Hawley, a fiction writer in his spare time and at that time also a yachting enthusiast, went down to the sea to grapple with this problem. To be precise, he went down to Chesapeake Bay, and took a portable radio with him. A huge man with a direct manner, Hawley was reminiscing the other day about his Eastern Shore odyssey. "I lay on my back in the sun for weeks," he said, "and listened to every blessed soap opera on the air."

At the end of this supine period Hawley had acquired, in addition to a mahogany tan and an intimate knowledge of the sufferings of *John's Other Wife*, several sharply-defined convictions about soap-opera in general. He decided that those who said it took a strong stomach to listen were all wet. As a professional writer, he was agreeably surprised, he recalls, by the generally high quality of the scripts. He had expected nothing but cliffhangers, ("And so until this same time tomorrow we leave Ned Strongheart dangling by one suspender strap from a mango tree as a hungry rhinoceros waits below") but found instead a decent percentage of "highly realistic and believable stories about normal people."

Hawley was strongly impressed by what he had heard, and felt that his time had been well spent. Gauging the listening public's taste in radio stories on the basis of his Chesapeake Bay cram-course, he reasoned that he himself could turn out "good, solid, honest

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BUT NAMES HELP: BURGESS MEREDITH, MERCEDES McCAMBRIDGE; ANN RUTHERFORD; HELEN HAYES WITH CAMERON HAWLEY

COMPLETE CONCENTRATION IS CHARACTERISTIC OF VIEWERS. FULL NIGHT OF TELEVISION DOESN'T ALLOW OTHER ACTIVITIES

Basic difference

TV demands full attention of the viewer; radio can be coupled with other activities

"How about asking Jim and Stella over for *Television Playhouse* tonight, dear. They like dramatic stuff."

"Nothing doing! They're good kids and all that but just let the plot get thick and you'll hear Stella whispering so loud you miss what's going on. Spoils it for everybody."

This happens more often than you may think, highlighting one of the main distinctions between television and radio listening. A study involving 4,641 respondents directed by Dr. Harrison B. Summers of Ohio State University indicates that nighttime TV in Columbus tends to be a "complete leisure" activity.

Radio listening, in sharp contrast, is enjoyed not only when people are relaxing and doing nothing else, but also while they are engaged in other forms of entertainment and work around the house. Hours chosen for the Columbus survey were 5:30 to 10 p.m.

Columbus men and women couldn't, or didn't, watch television while doing other things. If a man wanted to smoke, glance at sports scores, etc.; if a woman wanted to knit, sew, get a meal underway, etc., television wasn't for them. But they could and did listen to radio programs while engaged in these and similar activities (see charts with this story).

This means that the hours people have to devote to watching TV are limited by their needs to do chores, engage in other forms of recreation. Radio, on the other hand, fits in with other activities and his no such limitation.

Home activities don't restrict radio listening

PEOPLE CAN USE RADIO LONGER THAN TV EACH DAY SINCE IT'S POSSIBLE TO ENJOY AM SHOWS, STILL DO OTHER THINGS

Eighty-five percent of the men and 75 percent of the women television viewers were "doing nothing else" but watching television when called to the telephone by the interviewer.

On the other hand, only about 30 percent of men and women who were listening to radio programs were "just listening to the radio" when the phone rang. The remaining 70 percent were eating meals, reading, dressing, or doing housework of various kinds.

If television continues to evolve in Columbus, Ohio, and elsewhere as a "complete leisure" type of activity, then, concludes the Ohio State survey, it is possible for radio to command more minutes of listening than goes to television. Columbus people reported they only gave an average 20 percent of the time between 5:30 and 10:00 p.m., Monday through Friday, to complete leisure activities. They reported other leisure activities, such as playing cards, talking or visiting with others, reading, listening to the radio, etc. took about 35 percent of their time. Approximately 45 percent of all evening time was spent in various non-leisure activities, most of which could *not* be carried on by television viewers, but which could be shared with radio listening.

The Ohio State University study on the relation of household activities to use of radio and television was made last November under the supervision of Buren C. Robbins, graduate student in radio programing. Dr. Summers, head of the University's department of speech, was its director. Between 5:30 and 10:00 p.m. on the evenings of 31 October and 1, 2, 3, and 4 November, students in radio programing classes made 6,842 calls. Seventy percent were completed.

Information on household activities was provided by 1,670 men and 2,971 women. The calls were made on the random basis common to current coincidental telephone surveys. Figures in the report are based only on men and women who were at home at the time the telephone rang and who answered the telephone. Robbins estimates that 21.4 percent of all men and women in the total called were probably not at home at the time of the call. About 11 percent of attempted calls got "busy" signals; but since the majority of Columbus lines are party lines, an unknown percentage of the talking was being done by others than those called.

The sample was limited to Columbus and its adjacent suburbs and included only telephone homes. The information applies to week-day evenings only. The

(*Please turn to page* 61)

*Household activities of users of radio and TV**

Activity while listening or viewing	Of All Reporting		Of All Using TV		Of All Using Radio	
	Men	Women	Men	Women	Men	Women
Number reporting	1,667	2,971	94	183	667	1,250
"Complete leisure"	21.2%	19.5%	85.2%	75.5%	31.4%	29.6%
Reading	24.5	20.0	2.1	2.7	23.9	18.2
Talking, visiting	7.5	8.0	5.3	7.1	5.0	5.5
Playing cards	3.0	2.3	—	.5	2.6	1.7
Taking a nap	2.8	1.9	—	—	1.7	1.1
Playing music	.1	.8	—	—		.2
Eating meals, etc.	10.7	8.9	4.2	4.4	10.7	7.0
Kitchen work	8.1	12.3	2.1	4.4	10.4	11.1
Dressing, etc.	8.1	7.6	—	1.1	3.6	4.0
Desk work, etc.	6.4	4.3	—	—	4.8	3.3
Cleaning, etc.	4.5	6.0	—	2.7	2.1	7.3
Care children	2.1	3.2	—	.5	2.1	2.6
Sewing, etc.	1.0	5.2	1.1	1.1	1.7	8.4

*Figures cover entire five-evening test period and indicate percentages of respondents of type indicated engaged in each non-listening type of activity.

*How evening activities vary with sexes**

	Minutes per Evening	Watched TV	Listened to Radio
Men			
"Just resting"	57	24.6%	64.4%
Reading books, newspapers	66	.5	40.8
Miscellaneous leisure activities	36	2.4	29.9
Eating meals	29	1.8	32.7
Working in kitchen	22	1.2	40.8
Doing other work	60	.3	26.6
Women			
"Just resting"	53	23.9	64.4
Reading books, newspapers	54	.8	38.6
Miscellaneous leisure activities	35	3.6	27.4
Eating meals	24	3.1	33.9
Working in kitchen	33	2.1	37.0
Doing other work	71	1.3	40.6

*Figures in first column show minutes per evening devoted to type of non-listening activity; other columns give percentages of men, women using TV, radio.

Radio rates: which way should they go?

Careful consideration points up radio's low cost despite TV's inroads

Should radio rates go up or down?

That question is in many minds now. For advertising, like any other industry, has its cycles. With audience research showing the tremendous growth of television in many basic markets, it is not surprising to find buyers of broadcast advertising wrestling with the problem of what media are losing ground to television.

From such thinking it's only a short step to an examination of radio rates. But should radio be the fall guy among the various media?

That depends on the assumptions.

Is radio commercially much less effective, much less of a buy in terms of circulation? Of advertising impressions? What's *happening* to other media? These are some of the questions which should be carefully answered before sound conclusions can be reached.

Neither Mr. Howard Morgens of Procter & Gamble, Mr. Howard Chapin of General Foods, nor Mr. Bert Kieffer of Stern and Field, Galesburg, Ill., wants to act without the right kind of evidence. Otherwise they believe they might be short-changing themselves. But what *is* the evidence? Unfortunately, some of the most vital facts aren't fully on record—and won't be under present research methods.

We are going through a spectacular period in which the overwhelming initial impact of television is being considered in a maze of unknowns—with plenty of confusion resulting.

It's been more than a year since agency people started button-holing network executives in earnest on the subject of nighttime rates. Even then they could foresee the knotty problems that television would raise in making ad-budgets.

Today the biggest single motive of many big spenders in radio for delving into the question of radio rates is simply this: where are we going to get money for television budgets?

This is a legitimate question. It demands a legitimate answer.

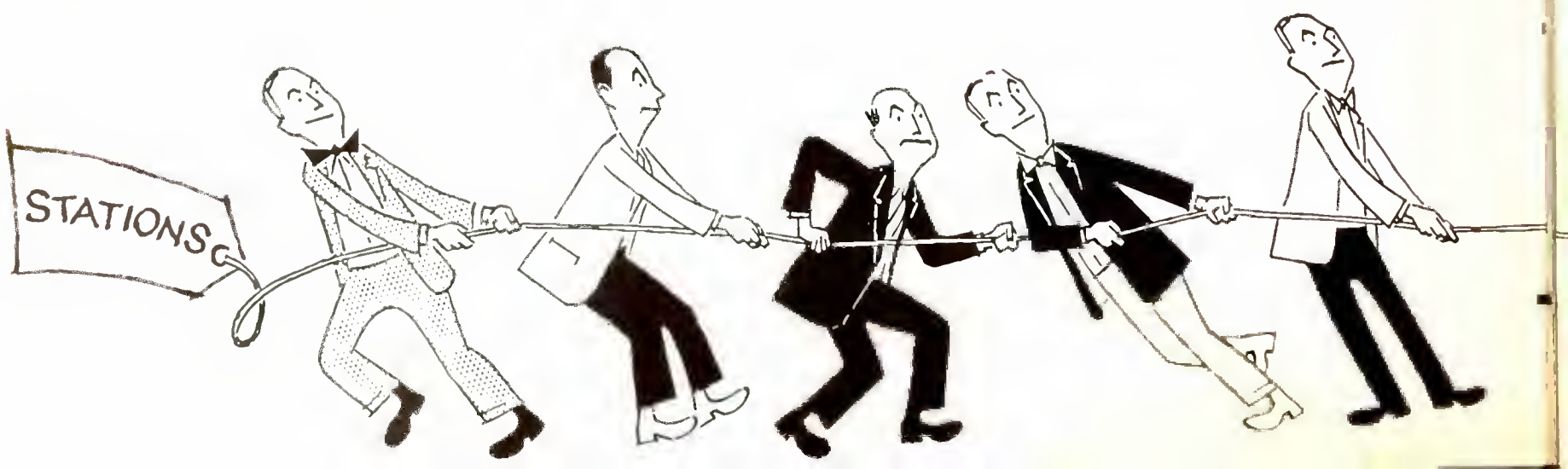
At the recent ANA meeting, A. C. Nielsen told members that when television comes into a radio home, radio listening drops 37 percent—13 percent in daytime, 73 percent at night. This is happening in the 9.7 percent of homes with TV sets as of January, 1950. We will not repeat here Mr. Nielsen's detailed analysis, since his figures have already been widely published.

The loss of radio listening is most pronounced in areas where TV set installations are most numerous. Radio listening drops to an average of 27 minutes an evening when a TV set is installed, Nielsen told the ANA.

It is evidence such as this that is making advertisers question nighttime radio rates. They argue that the key television cities where television is taking so much listening from radio are the very cities where their competitive position is and will be the hardest. They need television, or more television, to hold their own. Besides, some are already adding, they aren't getting the listening now and will get less in the future than they're paying for.

Neither Frank Stanton nor Niles Trammell, representing CBS and NBC on the radio-television panel at the ANA meeting, denied that *eventually* "some adjustment will have to be made."

But the frantic search for "TV money" seems to have led the more vocal



on the subject to assume that a cut in network rates is the answer and now is the time. This view has apparently snow-balled without a careful enough study of which advertising dollars are buying the most advertising impressions at the lowest cost. Another valid comparison is the rate at which other media costs have kept pace with increasing circulation. Such comparisons indicate that radio has been very much *undersold*.

Basic radio rates were set in 1940 before later inflationary cost rises were being felt and before the massive increase in radio homes and "secondary" radio sets took place.

But tremendous increases in radio circulation during the last ten years have actually resulted in lowering of costs per thousand radio homes. NBC, for example, jumped its circulation by 53 percent while time costs were rising 16.3 perecent.

But the cost per thousand homes reached by a full network, half-hour show dropped from 43 to 33 cents—down 24 percent.

In January, 1940, you could buy a thousand Starch "noters" of a four-color page in *Life* for about $1.54 (figuring cost for space only). In January, 1950, the cost was up to $2.07. This was the trend, although there are exceptions.

The *Ladies' Home Journal* circulation was up 87 percent in the same ten-year span, while its cost for a four-color page went up 45 percent on a net 52-week basis. *Life's* circulation was up the same percent over the same period, while its cost for a four-color page, net 52-week basis, leaped 142 percent.

This Week's circulation was up 60 percent; cost of its four-color page, net 52-week basis, was up 101 percent.

The approximately 28 and a half million radio families in 1940 grew to nearly 41 million in 1950 (new figures based on census estimates).

Six percent of the increase in radio families has come within the last three years, according to Nielsen. It is entirely possible for television to cancel out this gain in about two years if television-equipped homes rise to the Nielsen-estimated figure of 11,400,000. This is certainly a consideration in planning advertising budgets. But if radio *now* is still actually undersold on a cost-per-thousand basis, the analytical probes of ad-budget makers might well be directed to other media in the advertising arsenal.

Nielsen estimates that because of the 8.5 percent increase in radio homes in the last three years the average decline in listening per home is offset so that the number of home-hours of listening is exactly the same as of January, 1950, as the average for the previous three years (January is the base).

This does not count the listening on 14,000,000 automobile radios, 2,000,000 portable radios, and other out-of-home listening. It only counts in part the listening to "secondary" sets.

The Nielsen estimates include secondary set listening on the assumption that 40 percent of radio homes have more than one radio set. This compares with only 15 percent a few years ago. At present his sample is equipped with only a limited number of the new audimeters which can measure listening to a third and fourth set.

There seems to be very convincing evidence (which SPONSOR will report in a future study) that the Nielsen measurement of listening on secondary sets may substantially underestimate the total amount. While there are isolated efforts to measure it, no research service is yet equipped to measure it on a national scale.

Radio listening in television homes moves right out of the parlor and into bedrooms, dens, kitchens, etc. Let the first flush of television's novelty begin to wear off and the amount of simultaneous radio and television listening begins to climb.

Advertest, in a February study of television audiences in the New York area, found that members of homes owning TV sets six months or less listened to radio and television simultaneously an average of only 2.4 percent of the time between 8-8:30 p.m. But, after owning the TV set for seven months, the percent of radio listening that went on in one part of the house while others watched television in the parlor jumped to 13.1 percent.

The Radox system, which recently closed down its operations in Philadelphia, was set up to measure 100 percent of the "secondary" listening in its sample. Ninety percent of the radio listening, according to Radox records, was done in the homes of its sample which had owned television sets *more than a year*.

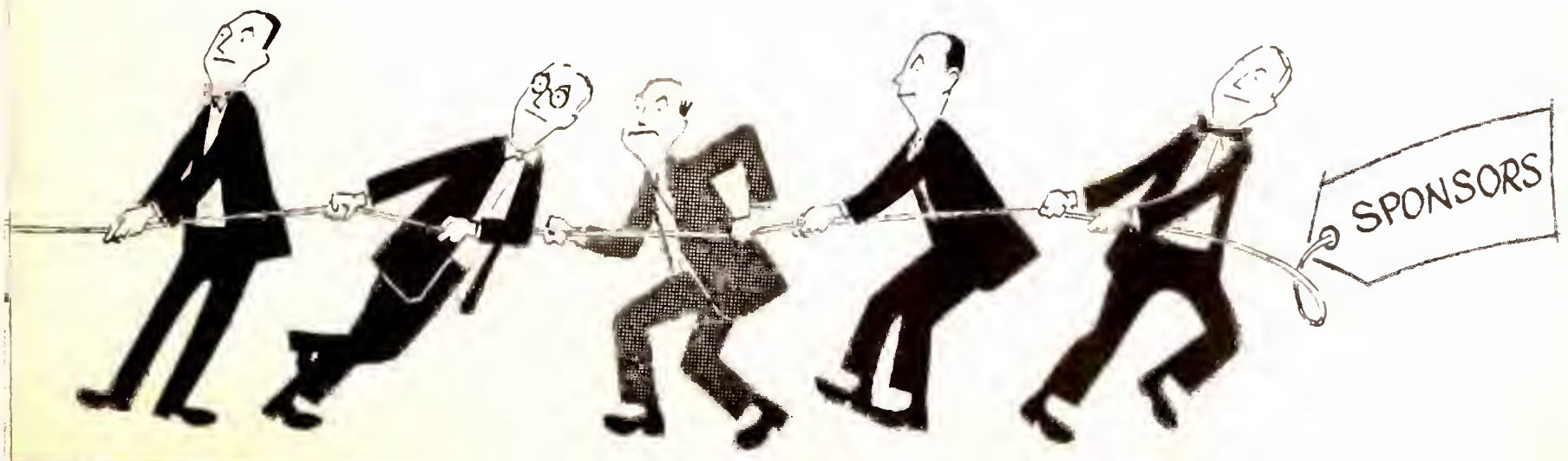
In January and February of 1950, television ownership in the Radox sample was over 30 percent. By the end of February, it was 37 percent, with 15 of the homes having their sets more than a year. During these months the only time periods in which radio listening did not show up was during the Milton Berle show (Texaco) on Tuesday night. But during the last week of Radox monitoring, radio listening began to show up in this period also.

The listening was not subtracted from television viewing, but came from secondary radio sets. As the proportion of a sample who have owned their television sets for as much as a year increases, the share of radio listening will obviously increase, if the Philadelphia pattern is duplicated in other television cities.

There was no evidence in the Radox sample, except for Winchell and Jack Benny, that television sets are turned off in favor of radio. It was distinctly a case of the new trend of individuals in a family going to another part of the house to listen to favored radio programs.

A significant sidelight is that when Radox telephoned families in which radio and television were being used simultaneously, they didn't report that anyone was listening to radio. It would be natural that in many cases the one answering the telephone would not know that a radio set (or sets) was

(*Please turn to page* 62)



SAKS-34th: Kathi Norris is the New York store's TV saleswoman on WNBT show

Department store TV

Big stores are jumping into television with direct sales in mind

The nation's department stores, as SPONSOR pointed out in a recent issue, flirted faint-heartedly with radio for twenty years or more before even beginning to settle down to go steady. It's a totally different store where television is concerned. The giant stores have been nimble, and they've been quick. This time it's they who have multiplied their sales, while other less decisive merchandisers have stood around with egg on their chins.

Department store television advertisers are not limited to any one section of the country. The only limiting factor is availability of video facilities. A SPONSOR roundup (only a small representative listing) of department store TV advertisers includes Philadelphia's Lit Brothers and Snellenburg's; New Orleans' D. H. Holmes Co.; Hollywood's Broadway Dept. Store; New York's Saks Fifth Ave.; Salt Lake City's ZCMI; Buffalo's Wm. Hengerer Co.; Boston's Jordan Marsh; Milwaukee's Boston store, and Washington's Hecht Company.

In all cases, the selling pitch has been as direct as possible. As for results, "astonishing" has become a most overworked adjective. Here are a few of the products sold by department stores via video: pressure cookers; corn popping oil; wooden ducks; toasters; dresses; toys; bathing suits; catering service; china; silver; refrigerators; pillows; draperies; chocolate cake.

Among program types, the participation show in which various products are demonstrated appears to lead in popularity at the moment. Style shows of varying format are a favorite women's wear vehicle. Children's shows (stores, music, charades) are used by several stores to move toys, clothes, and sports equipment. Sports programs have a universal viewer appeal. Two stores have sponsored discussion-panel programs, and several, notably Gimbel's in Philadelphia, have had marked success with a "handy man" format.

Evening hours are preferred by the current department store telecasters, since their share-of-audience figures are likely to be fatter. About a third of the stores surveyed, however, make their pitch to the housewife during the day. A majority of the stores are on the visual air once each week, though about 20 percent are on every day.

A striking aspect of the department store television picture is that the stores are demonstrating, in their approach to the medium, qualities of audacity and originality conspicuously absent from their early *radio* history.

Such program innovations as "treasure hunts," amateur shows, visits with Santa, and animated weather spots have appeared, in addition to the standard program types.

The commercials themesleves, by and large, are excellent examples of free thinking, uncluttered by "formulas." A one-shot telecast sponsored by New York's Arnold Constable one afternoon recently over WJZ-TV is a case in point. (The show was "video recorded" on film by ABC for later showings to department stores throughout the U. S.)

Basically, the Arnold Constable show was "the translation to television of a full page newspaper advertisement. adding the impact of motion and showing the product in actual use." The store's conviction is that a 100 percent "demonstrator" telecast such as this is a highly effective sales vehicle in itself —and at the same time an entertaining TV feature which doesn't need acts to get and hold an audience. The actual sales pitches were delivered by the department store's buyers, each speaking with authority about the particular product in his domain. The show was live, directly from the store. Murray Grabhorn, ABC vice president and manager of owned-and-operated stations, has predicted that the Arnold Constable TV format will be copied widely throughout the industry.

The advantages of in-store telecasts, in booming store traffic, or spotlighting a lagging department, are great, but must be weighed against the added expense of installing special lines and transporting equipment. It's likely that in-store telecasts will become the general rule as the development of mobile TV equipment progresses.

The material that follows is a rundown of department store video results, listed by stores. It should be remembered that this is by no means the whole story. It's a cross-section sampling designed to show what a few alert and imaginative stores have accomplished. Each of these success stories can be matched by several others:

EASTEN COLUMBIA, Los Angeles: The store sold $800 worth of merchandise—pillows and silverware—at a cost of $65, through one participating sponsorship on KTLA's *Shopping At Home.* The three-minute commercial was a straight product presentation of a silver service at $11.95 and a bed pillow at $5.79. Eastern Columbia got 45 phone orders within an hour after the telecast ended.

GIMBEL'S, Philadelphia: Gimbel's sponsors the *Handy Man* (Jack Creamer) in a half-hour daytime program (3:30-4 p.m., five days a week). (The store also presents a 15-minute show on Friday nights which began its fourth year on television 21 April.) Gimbel's sold $1,200 worth of toys over the phone within 15 minutes after the Handy Man had demonstrated them over WPTZ. In another instance he sold 50 Bendix Washers in a single day. Creamer sold more than 300 electric corn poppers at $8.35 each after a single demonstration.

During one typical week. Gimbel's plugged the following merchandise on its TV show: Sylvan Foam Pillows; Eye Charmer Nylon Hose: Honey Bug ladies bedroom slippers; Florsheim Shoes for women: Speed Queen electric washers: Kelvinator home freezers; Betsy Ross venetian blinds; Motorola Television; Hanes shorts for men; ladies' hats; Uncle Wip's Easter eggs; California Fairest rose bushes; Felin hams; Glidden paints; Forgee kitchen cabinets.

The publicity director at Gimbel's, David Arons, adds these comments about the store's *Handy Man* telecasts: ". . . In one sense, the entire show is commercial. . . . It is virtually impossible for the audience to determine where the commercial starts and leaves off. The commercial pitch is indirect and completely interwoven with the program material.

"The motivation behind this type of presentation is not difficult to analyze. A large department store stocks thousands of merchandise items. Unlike the cigaret or aspirin manufacturer, we cannot confine ourselves to presenting a single advertising thought and then hammering away at it for the ultimate cumulative effect. We are obliged to present a never-ending, ever-changing parade of articles of merchandise. And no outside medium yet devised affords a more effective means of such presentation than television.

"The customer is able to make up her mind definitely while sitting in front of a television receiver. Those who do not order by phone break down into two categories, generally: either the television presentation moves them to come down to the store to examine the item personally; or they have seen enough on the television screen to know they do not wish to buy the articles.

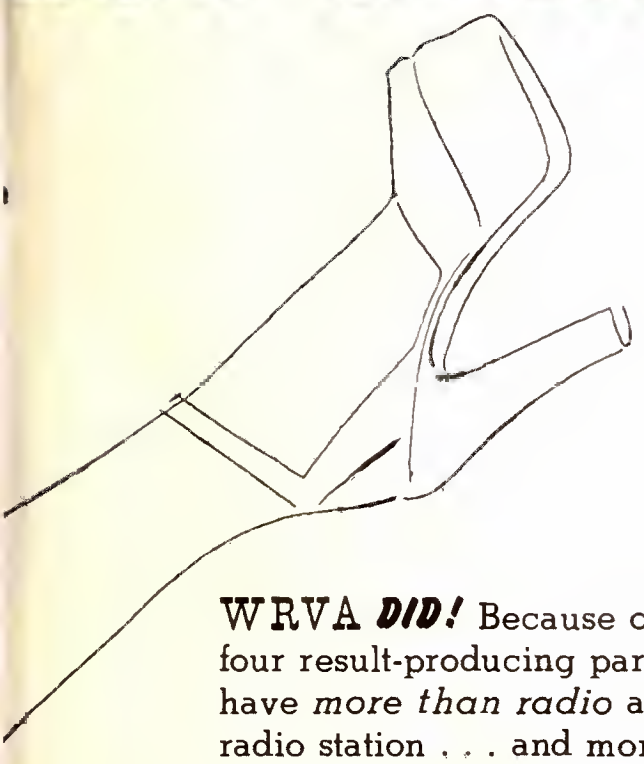
"We do not use television as a teaser. We use it as a salesman."

(*Please turn to page* 58)

SNELLENBURG'S: Trend is to in-store shows like this on WCAU-TV **LIT BROTHERS:** Give-away is store's chance to display its wares

WHO

GOT GERTIE'S GARTER?



WRVA *DID!* Because of elastic budgets, WRVA is prepared to meet them with four result-producing participating programs. WRVA believes the small advertiser should have *more than radio* as a good medium . . . more than WRVA as a good radio station . . . and more than an announcement availability.

WRVA takes another great step! For little more than the cost of an announcement WRVA offers participation in well-established, well-promoted, and well-merchandised programs . . . *all* the benefits of top-notch programming and personalities . . . at a *fraction* of the normal cost. One of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE

*Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high Hoopers and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).*

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIFES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

The WRVA "extra step" is all-important . . . particularly to those advertisers new to radio!

WRVA

50,000 WATTS

RICHMOND and NORFOLK, VA.

REPRESENTED BY RADIO SALES

WTAL

CBS BLAIR

TALLAHASSEE

5000 Watts—Day and Night

the center of

Capitaland*

Selling

12

Georgia Counties

and

11

Florida Counties

*Ask your John Blair man to tell you the full story on Capitaland and North Florida's most powerful radio voice—WTAL!

Southeastern Rep.
Harry E. Cummings
Jacksonville, Fla.

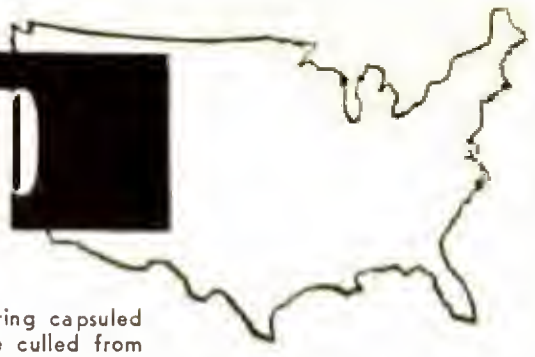
WTAL

TALLAHASSEE

John H. Phipps, Owner
L. Herschel Graves, Gen'l Mgr.

FLORIDA GROUP
Columbia
Broadcasting
System

roundup



This is a new SPONSOR department, featuring capsuled reports of broadcast advertising significance culled from all segments of the industry. Contributions are welcomed.

WRVA's recipe for low-budget advertisers

In Richmond, Virginia, Barron Howard, WRVA's busy business manager, had long felt the need for attracting the low-budget advertiser to radio by offering him: 1) maximum audience; 2) low rates; 3) high flexibility. In *Calling All Cooks*, a half-hour Saturday morning show, he achieved all three objectives.

An audience participation show designed to advertise food and other home products, *Calling All Cooks* offers sponsors mention at the beginning and end of the program; 75 words of direct selling copy; frequent informal plugs during the show; stage demonstrations after the air show; display space in theatre; sampling privileges. What is equally important, the participating sponsor may buy a single shot only as his complete advertising campaign; or as many times as he likes at a cost of $55 per broadcast. Whatever time he buys, a tailor-made audience is assured.

Just imagine a completely-equipped kitchen on the stage of a theatre seating 1,300 people. Sponsor displays and product demonstration and sampling booths line the walls. In this setting, *Calling All Cooks* carries on as an audience quiz show; it's emceed by the locally-popular George Passage, who, with home economist Harriett Allen, provides the talent and commercials.

The winner can walk away with a basket of samples of each sponsor's product ... or even a kitchen sink. The grocer mentioned gets, besides the plug, a dollar bill.

Participating sponsors include: Standard Brands; Oakite Company; Reynolds Metals Company; Nolde Brothers (baked goods); Southern Biscuit Company, and a host of others.

Here's a formula that lends itself to exploitation in a wide variety of product categories.

Renewed evidence of radio's pulling power

Recently, a single 30-second air appeal brought a deluge of mail that literally inundated a postoffice but made a sponsor very happy.

A Richmond, Quebec, housewife wrote to Jack Berch, singing star of NBC's Prudential Life program, asking for used Christmas cards to send to two African leper colonies. Berch read the letter over the air and listeners responded rapidly.

The result: 5,000,000 Christmas cards, a total of 370 bags of mail only six weeks after the appeal had been made. Sending the cards cost listeners a total of $40,000 in postage alone.

All the postmaster's mail bags have been used up for this gigantic mail pull and the local mail is being neglected. The cards are still coming in at the rate of six to eight bags daily.

Prudential's Jack Berch is king of the mailbags

Sears sale breaks records with KXLY's help

The Sears Farm Store in Spokane recently had the best sale in its history. And right in the middle of the fast and furious selling was Ernie Jorgenson, KXLY farm editor.

Jorgenson did his regular noon hour program from the store for three days. In addition, he MC'd a musical show put on in the store and helped auction off farm equipment.

This was service outside the line of duty but it's typical of the kind of thing personnel at cooperative stations like KXLY do for sponsors. Radio played a leading role in making the Sears sale successful. Might be results like this will help sell Sears headquarters brass on the power of broadcasting.

E. Jorgenson, "Farmer" in remote from store

Massachusetts insurance company "sells" safety

A program designed to promote safety is fittingly sponsored by Casualty Insurance Companies over WLAW, Lawrence, Mass., and seven other stations in the state. Titled *Forum For Living* and broadcast Sundays at 1 p.m., the show features a home and highway safety quiz in which high school seniors match wits and knowledge of safety.

To stimulate interest, each station presents an outstanding figure in various enterprises as moderator.

The program is a model combination of institutional public service and education themes smoothly blended.

Mohawk builds employee relations with broadcasting

Mohawk Carpet Mills employees and their families make up 50 percent of the population of Amsterdam, New York. So the situation was perfect for a campaign over Amsterdam's only radio station WCSS, to maintain ideal employer-employee relations.

Here's how it was done.

The firm was looking for something that would appeal to Mohawk employees and their families. Formats were tried and discarded. Then, in March, 1949, well-balanced programming without any mention of management was started.

On Monday, *This Is Mohawk* is presented, featuring taped interviews at the plant with individual employees. The word got around the tightly-knit community that local people were on the air and the show caught on. On Tuesday it's *Box 13*, a "name" show starring Alan Ladd. Wednesday there's *Around Town*, more tape recordings on local industries, organizations, and functions of local government. *The Mohawk Sports Page* for local sports fans heads the Thursday air menu and on Friday a record show, *The Mohawk Hit Parade*, features record requests from the different mill departments.

Interviews in Mohawk plant build good will

Briefly

KMA, Shenandoah, Iowa, has started a series, *Your Druggist and You*, to promote the pharmaceutical associations of Iowa and Nebraska, and show the public how the drug trade operates.

TWO TOP CBS STATIONS

TWO BIG SOUTHWEST MARKETS

ONE LOW COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Mr. Sponsor asks...

What organizations assist sponsors most effectively?

Alexander Harris | President
Ronson Art Metal Works, Inc., Newark

The picked panel answers Mr. Harris

Mr. Maddux

What a sponsor has to know is the market in which he wants to sell. So the organization — or organizations — that can help him most are the ones that give him the clearest and most complete picture of the area in which he considers investing his advertising dollar.

These organizations, it seems to me, are the research and sales departments of individual radio stations.

Now, I am not belittling the work of a host of groups such as the National Association of Broadcasters, Broadcast Advertising Bureau, and the late Broadcast Measurement Bureau—as well as what we may expect from its successor, Broadcast Audience Measurement. The ideas they develop and the data they provide are invaluable. But such organizations are concerned with radio at large and the national radio audience.

When the sponsor, or potential sponsor, gets down to analyzing exactly what he's going to get for his advertising dollar he needs advice from someone who can tell him:

1) The size of his market;
2) Its characteristics;
3) What people within the market will be listening to the radio;
4) When they'll be listening;
5) How much it will cost him to reach how many.

For these answers—you must go not to an expert in the whole field of radio, but to an expert in the field where you intend to advertise and sell.

The research and sales departments of an individual station know the market which the station covers. They have studied it carefully and have tested various broadcasting techniques in that market.

They have overall data, such as station coverage studies by BMB, and they have individual studies indicating listenership by program, program sales impact, sex and age of listeners etc.

They know by experience and association where a commercial message can best be placed and how best presented for maximum results. In most cases they have learned their lessons the hard, practical way and so learned them well.

That knowledge and experience is available to every sponsor. And it should be called on by every sponsor who wants to get the most for his money.

R. C. Maddux
Vice president in charge of sales
WOR
New York

Mr. Krug

This is a toughie. Questioning the kind of assistance available to sponsors through various organizations might help determine a specific answer. But lumping all sponsors and viewing all organizations active in radio can't bring into focus a particular organization, or even a group of organizations, that might be tagged as especially helpful to sponsors. The needs of sponsors vary widely. What the local retail-sponsor needs in the way of assistance is a far cry from what the national manufacturer-sponsor needs.

There is available, of course, plenty of assistance. For example, programing ideas and help are available through transcription and scripting organizations, package and independent producers, networks and local stations, etc. Market surveys, program ratings, product acceptance surveys, etc. are available through many national, regional and local organizations.

Since practically all such available assistance for the sponsor is automatically channeled through the sponsor's advertising agency, all the assistance a sponsor needs should come from his advertising counsel. Because the agency job is to plan, build and operate a sponsor's advertising program. it is true in a sense that the agency acts as a clearing house for the sponsor, considering the passing on of such facts, figures and advice as are directly related to the sponsor's individual problems and activities. While the agency itself may work with or depend on one or several types of organizations as suggested above, I believe none can be singled out as rendering particularly effective assistance directly to a sponsor.

On the other hand, periodicals and trade publications are generally of more direct value to a sponsor by reporting case histories, sponsor experiences, results, ideas, merchandising and promotion techniques, competitive operations, market testing procedures

and many other facts that keep an advertiser abreast of what's going on in the field of his business interests.

So for the sponsor to catch the brass ring on today's merry-go-round, I would nominate his advertising agency as the organization most likely to help him most effectively.

PETER A. KRUG
Director of Radio & TV
Hicks & Greist, Inc.
New York

Mr. Hartley

If you mean organizations in the sense of trade organizations and the like . . . no comment. If you do not limit your definitions my answer is: the advertising agency. What the sponsor needs above all is experienced advertising and marketing counsel, and the advertising agency is still the best place to get it. The modern advertising agency is a complex structure of advertising, publicity, promotion, merchandising and marketing talent which I believe one can find in no other organization. I say this in face of the colossal ribbing agencies have taken in recent years.

All of this goes also for the Italian-language field in which we (at WOV) operate 50 percent of the time. Here, recent years have seen the development of specialized Italian agencies which thoroughly understand their function in regard to the buyer of broadcasting time. These advertising agencies strive astutely to relate the sponsor's advertising in the all-important Italian market of the area to the totality of the metropolitan market.

The agency has become more, rather than less, an indispensable organization for the broadcast advertiser, and as media multiply, that becomes ever more the fact.

ARNOLD B. HARTLEY
Vice president
WOV
New York

Any questions?

SPONSOR welcomes questions for discussion from its readers. Suggested questions should be accompanied by photograph of the asker.

WDSU NEW ORLEANS Announces

THE SOUTH'S NEWEST, MOST COMPLETE AM-TV-FM FACILITIES!

● UPPER RIGHT
WDSU's new studio building—traditionally New Orleans in appearance—houses studios, offices, recording and projection facilities in an area of 22,000 square feet.

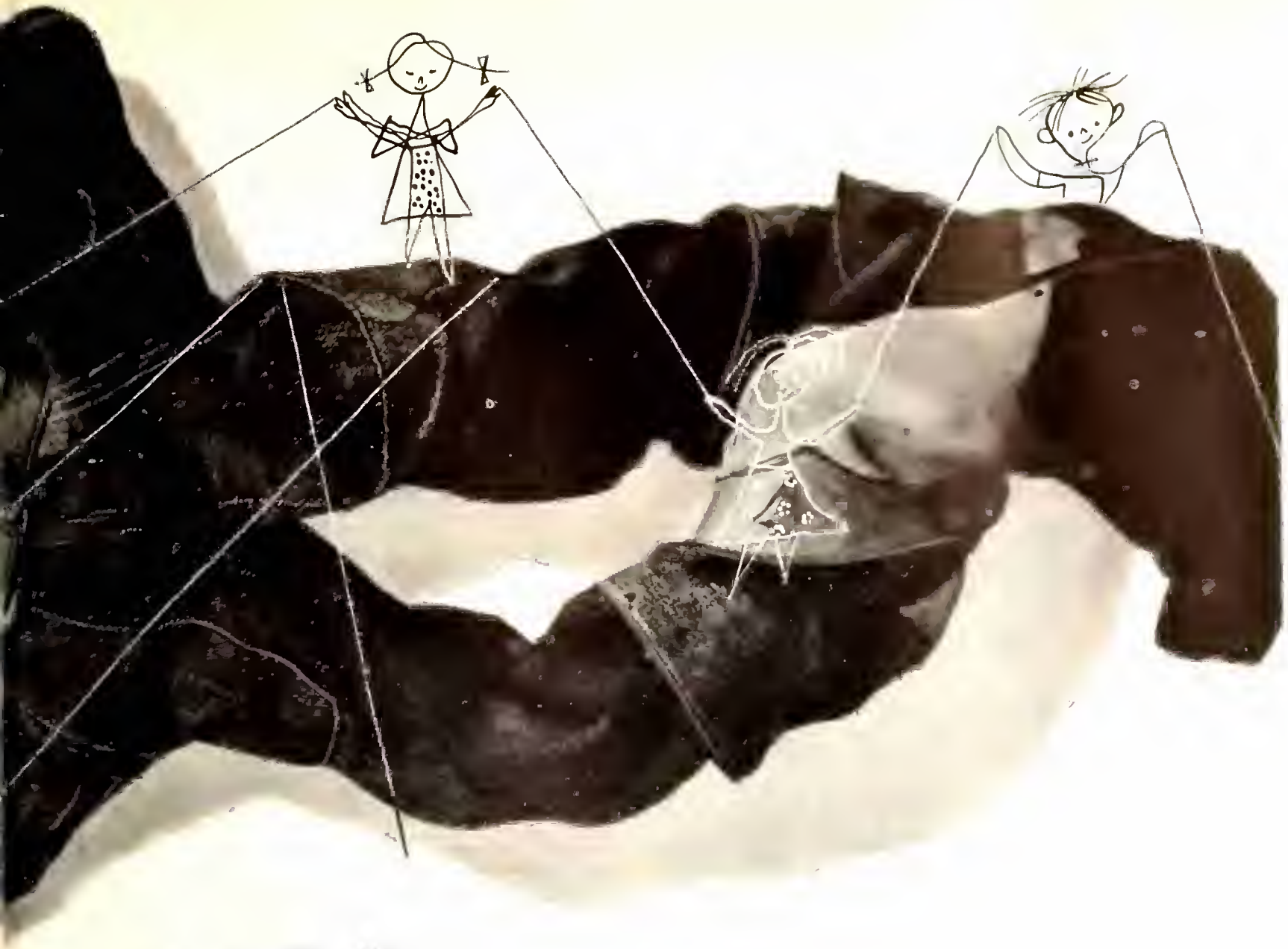
● LOWER LEFT
Interior of the spacious, sound-stage TV studio which incorporates the latest developments in telecasting.

Ask Your JOHN BLAIR Man!

5000 WATTS
ABC

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

moller



LILLIPUT

Howdy Doody's three-way network lead . . . top-rated of all children's shows, all daytime shows, and all multi-weekly shows in television

The little guy means business.
Who else could make 240,000 sales with only 2 announcements?

And who else but this incredible "Milton Berle of the Lollypop Set" (Winchell) could get *a quarter of a million* urchins to part with a dime each, plus a Three Musketeers candy wrapper . . . for a cardboard cutout of himself?

For the record, that's $36,000 in returns from two brief demonstrations on NBC Television.

Idolized by an audience of nearly 6,000,000 a week in 24 important NBC Television markets, HOWDY DOODY means business, fantastically good business for his sponsors.

That's why he's No. 1 Sales Representative in Lilliput for advertisers like Colgate, Mars Candy, Ovaltine and Poll Parrot Shoes . . . on America's No. 1 Television Network.

A few quarter-hour segments are immediately available.

NBC TELEVISION *America's No. 1 Network*

SHOES

SPONSOR: Children's Bootery AGENCY: George Florey

CAPSULE CASE HISTORY: *A ten-minute film program tells the story of the Magic Lady and the elf, Boko, comptete with magic effects. Presented once weekly, it started off slowly but now there are more customers than can be handled at the sponsor's four retail outlets. Requests for free Boko hats by children who wrote for them or went to the stores to pick them up numbered in the thousands.*

KFI-TV, Los Angeles PROGRAM: Magic Lady & Boko

APPLIANCES

SPONSOR: Broadway Department Store AGENCY: Direct

CAPSULE CASE HISTORY: *The gadget plugged on TV was Toastite an appliance designed to take two slices of bread and turn them into a toasted hamburger bun in one simple operation. The store took a one-minute spot and the deluge of orders started. Over 1.000 Toastites were sold on the basis of this single announcement. Buyers knew a good thing when they saw it and video is the medium to show it to them.*

KTLA, Los Angeles PROGRAM: Spot

TV results

CONFECTIONERY

SPONSOR: Mars Inc. AGENCY: Grant

CAPSULE CASE HISTORY: *This candy manufacturer got a mighty fine response from a premium offer via video. A cardboard model of Howdy Doody was offered for 10 cents and a wrapper from a Three Musketeers candy bar. The offer was made twice in a 90-second talk and demonstration. As of 6 February, 240,000 letters had been received — a lot of sales and a lot of dimes.*

WNBT, New York PROGRAM: Howdy Doody

AUTOMOBILES

SPONSOR: Paterson & Jackson Motors AGENCY: Moss Assoc.

CAPSULE CASE HISTORY: *Paterson Motors launched a 13-week campaign of one-minute spots. Emphasis was on the service aspects of Paterson's business. Result was the largest spring service business in company history. Co-sponsorship with Jackson Motors, an outfit from another neighborhood, of* Wrestling From Chicago *was next. Roaderizing, a complete servicing job, was offered by both sponsors. On the Monday following the first plug, one dealer got 19 calls; the other 26. One dealer also had* the greatest single day's business—*23 new cars.*

WABD, New York PROGRAM: Wrestling

DAIRY PRODUCTS

SPONSOR: Penn Dairies AGENCY: Foltz-Wessinger

CAPSULE CASE HISTORY: *Previous sales of Thanksgiving Day ice cream turkeys (before TV) ranged from 10 to 14.000. Last year the company added 20-second announcements across the board with slide pictures of the product. Within two weeks, more than 50.000 orders were received and client was swamped. Orders continued coming in by phone for weeks. The TV cost was less than $200 and client has now increased his video budget by 50 percent.*

WGAL-TV, Lancaster PROGRAM: Announcements

BEVERAGES

SPONSOR: Royal Crown AGENCY: Whitlock-Swigart

CAPSULE CASE HISTORY: *Returns on an RC premium offer were not satisfactory and the company decided to try television. One 3-minute live spot announcement was made offering a beanie for 39 cents and a specified number of bottle caps. Two days later, there were orders for a thousand beanies; four days later, requests had passed the 4,000 mark. What surprised the agency is that commercial was on non-juvenile program.*

WDSU-TV, New Orleans PROGRAM: Participation

DEPARTMENT STORE

SPONSOR: The Hecht Company AGENCY: Harwood Martin

CAPSULE CASE HISTORY: *The company actually sells merchandise while their program is on the air. Three models on the set are shown accepting phone orders and opening charge accounts. The girls also model the merchandise and no time is taken for commercials about items not shown. Programs have now hit peaks of several thousand dollars in sales (hundreds of phone calls). There are now 40 phone operators in the store in addition to the three on the air.*

WMAL-TV, Washington, D. C. PROGRAM: Shop by Television

199 TV Results

case histories
in 59 categories
capsuled and indexed
for profitable use

AND

ASP
ra
AUDIO
BACKGROU
behind act
used
BACKGROUND
wanted scene
lucent screen
hereby a
on a trans-
for a studio set.
BCU—Extremely na
features of a pe
big close up.
subject.
BLIZZARD HEAD—A
BLOOP—A splice bump
duction.
auses a dul
BLOW-UP—Photographic or pho
printed or pictorial matter
effectively transmi
BOOM
proiecti
RA

BONUS WITH YOUR NEW SUBSCRIPTION TO SPONSOR

Return the coupon below and receive the next 26 issues of SPONSOR plus "199 TV RESULTS" and the "TV DICTIONARY FOR SPONSORS."

SPONSOR PUBLICATIONS, INC.
510 MADISON AVENUE
NEW YORK 22, N. Y.

Enclosed please find $8.00* for a year's subscription to SPONSOR. I understand that I will receive "199 TV RESULTS" and the "TV DICTIONARY FOR SPONSORS" at no extra charge.

*CHECK HERE IF YOU PREFER TO BE BILLED LATER

NAME .....

FIRM .....

ADDRESS .....

CITY..... STATE .....

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Progrom . . . Availoble 1-2-3 limes per week. Tronscribed for locol and regionol sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

QUAKER RUG

(*Continued from page* 25)

plays" that would be exactly right for the Quaker Rug buying public.

For Quaker's purposes, he decided, a related story line, carried over from one installment to the next, was not essential. He had surveys made of the relative audiences of several ranking programs and found that a well-known weekly one-shot dramatic show had more listeners each week than a popular weekly serial. Says Hawley: "A housewife doesn't buy floor covering every week or two, like toothpaste or soap. Probably she buys it every few years. So we'd much rather have a 'turnover' audience each week than the fixed audience you shoot for with a continuity show."

Choice of a time slot for the program is linked with another of Hawley's extracurricular pursuits — stock farming. The wife of a farmer friend, with whom Hawley was swapping mash recipes one Saturday morning, remarked that it was a pity there was nothing on the air worth hearing at that hour, since late Saturday morning was one of her rare opportunities for relaxing. This rang a bell, and the *Armstrong Theater of Today* has been a Saturday noon fixture since its debut.

The outstanding success of the show (Feb. Nielsen: 14.8) in this slot has confirmed Hawley's theory that, within reason, there is no such thing as a "good time period" or a "bad time period." Up until the day the Quaker Rug show moved in, advertisers hadn't been jostling each other in their eagerness to buy a 12-12:30 Saturday slot. "The show makes the time, rather than vice versa. Give them a good show and they'll get around to it." is the way Hawley puts it.

He gave them good shows from the outset. To make sure they were good, Hawley wrote many of the scripts himself for the first three or four years. While the *Theater of Today* accent is on material rather than big-name talent, many well-known Broadway and Hollywood actors have appeared on the show, including Helen Hayes, Dorothy McGuire, Douglas Fairbanks, Jr., Herbert Marshall, Burgess Meredith, Mercedes McCambridge, and Ralph Bellamy. Armstrong doesn't discount the added prestige lent to the Quaker Rug line through association with such prominent marquee names.

Hawley is a firm believer in the wis-

dom of letting the audience decide what types of stories should be used. Tests were made along this line a while back. Contrasting stories were aired on successive broadcasts and listeners were asked to express their preference by mail.

As an incentive, a Quaker Rug was offered for the best letter received each week. The response was voluminous, and a preference index was established which governs the frequency of broadcast of each story type, as indicated by letters from listeners.

Taking these letters as a whole, their closest approach to a common denominator, Hawley says, was an insistence on story material of an impeccable moral and ethical tone, peopled with characters who Do The Right Thing.

The *Theater of Today* commercials for Quaker Rugs are delivered by "The Quaker Girl," a personification of the Quaker trade-mark.

Two commercials are used on each *Theater of Today* broadcast. One deals with homemaking and decorating in general, and the other with a specific Quaker Rug. (A rug, in the trade sense in which it is used here, is not the fabric-nap floor covering of common parlance. The Quaker Rug has a wearing surface of enamel-type paint, imprinted and baked on a backing material of felt.)

In addition to direct sales results, *Theater of Today* has also helped considerably in extending the firm's dealerships in areas where they were comparatively weak, as a result of pressure by the listening public on their local dealers. And while the Armstrong management is guarded about dollar-value sales figures, they admit that their radio campaigns have been instrumental in selling their felt-base (Quaker) rugs "to the limit of our production capacity."

Armstrong's relationship with its advertising agency, BBD&O, is a close one and almost prehistoric; BBD&O has handled the entire account since 1917. Paul Markman is the Armstrong account executive. *Theater of Today* is produced by BBD&O's Ira Avery, and is directed by Albert Ward. The show's original director, to whom Cameron Hawley gives a good share of credit for its early success, was Kenneth Webb, now in BBD&O's West Coast office. Harold Levy is musical director for the program.

A television show, probably to be called the *Armstrong Circle Theater,* is

(*Please turn to page* 46)

PRN

MEET THE NETWORK THAT WAS MOTHERED BY *NECESSITY*...

THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of **new advertising channels** to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

*SRDS CONSUMER MARKETS 1949-50

RETAIL SALES POTENTIALS:

NEW YORK	$13,792,000,000
CALIFORNIA	$11,080,000,000
PENNSYLVANIA	$8,504,000,000
ILLINOIS	$7,771,000,000

EXACTLY WHAT IS PRN?

A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS' ADVANTAGES IN USING PRN?

- Economy—a saving of 20 percent of time costs and elimination of line charges
- A single, easy-to-control, easy-to-promote program
- Local station listening loyalty
- Sales impact through "where to buy it" cut-ins from the local announcer
- Flexibility, free selection of stations, tailor-made coverage
- Time-saving convenience through a single purchase and single billing

If you are looking for a better way to reach and SELL the 10,730,000 consumers in the nation's second retail sales area, write or wire for list of stations and complete details.

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA

CLIFF GILL
General Manager

HIllside 7406

TED MacMURRAY
Sales Manager

No. 4 of a series

the Case of the Stolen Bases

Amazing thing about Case. Record books show he stole more bases than any other American League player for more years than any other man in the league. In fact, he led the league for six years and in 1934 he stole a total of 61 bases.

Amazing thing about radio stations, too. A lot like baseball. Gotta keep your eye on the runner or he'll be out in front before you know it.

You always know which team's ahead in baseball. Same thing in radio. Just look at the Hooper scorecard.

In Miami, the team that's had the pennant since October, 1949, is

STATION WGBS

Here's the lineup:
(top network league—Oct., 1949, thru Feb., 1950)

STATION WGBS	**28.6**
Station B	23.8
Station C	22.2

STATION WGBS IS IN FIRST PLACE—LEADING THE LEAGUE IN MIAMI—

according to the only **up-to-date survey** available.

That's the team YOU ought to be on, mate.

50,000 WATTS

WGBS

A FORT INDUSTRY STATION

CBS AFFILIATE
MIAMI, FLORIDA

RTS . . . SPONSOR REPORTS . . .

(Continued from page 2)

RMA phono-radio-TV campaign starts in May

RMA is embarking on hard-hitting drive starting in May to promote radio-TV-phono combinations. RMA committee is chairmaned by A. D. Plamonden, Jr., of RMA Parts Division.

Fabulous Fabric X

Few postwar developments surpass manufacturing, sales, and advertising importance of Milium (previously tagged "Fabric X"), due for its commercial introduction this fall. Created by James H. Rand, III, new "warmth without weight" fabric owned by Deering, Milliken & Company will be widely used in coat linings, sportswear, children's outerwear, bedding, drapery, dresses, etc. The process involves a metallic coating, applied to any type fibre, that reflects radiated heat back to the body. Milium trademark will be advertised through Young & Rubicam, with licensees advertising separately.

Savings bond drive coordinates radio and TV

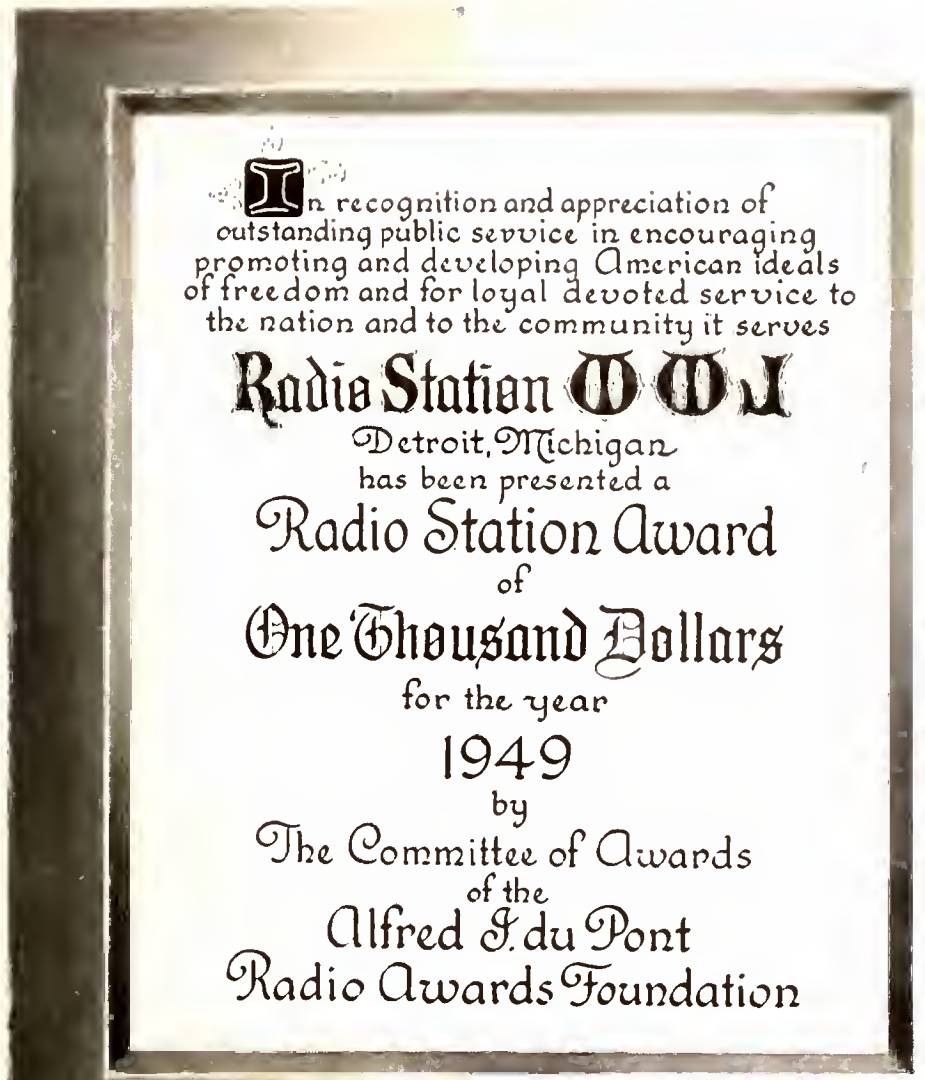
A giant radio and TV impact will kick off three-week Treasury Department advertising campaign for U. S. Savings Bonds involving over $3,000,000. On 15 May four-network radio broadcast including 20 top-name Hollywood stars and six leading orchestras will be highlighted by pickup of President Truman concluding both radio and separate TV programs. TV show will be star-studded, too. Treasury's regular weekly program over 2,800 stations will aid drive, as will public service announcements, including films, over radio and TV outlets.

1/30c advertises can of soup

According to Austin S. Igleheart, president of General Foods, speaking before Brands Name Foundation, $1 covers advertising cost for 3,000 cans of soup.

Parliament Cigarettes up 70 percent

First quarter of 1950 shows 70 percent sales increase for Parliament Cigarettes (Benson & Hedges) over same period last year. In December, WNBT inaugurated Parliament use of TV with one minute and 20-second spots. WCBS-TV and WJZ-TV were added in February. Kudner handles account.



WWJ, Detroit's First Radio Station, proudly acknowledges receipt of the coveted Alfred I. du Pont Award for 1949

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

QUAKER RUG

(*Continued from page 43*)

next on the firm's advertising agenda and an additional budget has been created to pay for it. It will start on 6 June, to be heard each Tuesday at 9:30 p.m. over NBC-TV. The show will plug a variety of Armstrong products on a rotating schedule. and will be slanted at the family group rather than at the housewife, as in the case of *Theater of Today*. The radio campaign for Quaker Rugs will, of course, continue without diminution.

Whether or not competition has had any bearing on Armstrong's TV decision is a moot question. Two competitors have already taken the video plunge—Congoleum-Nairn, and Bonafide Mills. The rest of the field in the felt-base and linoleum category includes the following manufacturers: Bird & Son, Carthage Mills, Chandler-Palruba, Delaware Floor Products, J. C. Dunn, Mannington Mills, the Paraffine Companies, Sandura, Sloane-Blabon.

Format details of the Armstrong video show were not yet completely jelled at this writing. But the sales pitch will be geared for results. ★★★

UNCOUNTED MILLIONS

(*Continued from page 23*)

tors, and vacuum cleaners.

Current listening totals 200,000,000 hours daily. In 1946, the figure was 156,000,000 hours. In 1943, 129,000,000 hours. These are A. C. Nielsen Radio Index statistics, taken during January through March of each year.

Dun & Bradstreet, conducting a test market study in 1948 among grocers, druggists, and gasoline dealers discovered that radio was the preferred national advertising medium, with more than twice as many dealers as were newspapers and magazines combined.

The *Fortune* survey of March, 1949, revealed that men and women, nationwide, consider radio listening their number one leisure time activity. Fifty-one percent of the men listed it first choice, as against 15 percent for magazines. Among women, radio got the vote from 54 percent of those questioned; magazines, 19 percent. Seventy percent of the sample said they were listening as much, or more, than ever before.

In any man's sales manual, this

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—**110,590** *families in* **36** *counties*

Night—**85,830** *families in* **31** *counties*

and

3 to **7** days weekly:

Day—**90,320** *families*

Night—**66,230** *families*

(Retail sales in the area are over $600 million yearly)

Get the entire story from
FREE & PETERS

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

To Cover the Greater Wheeling (W.Va.) Metropolitan Market Thoroughly
YOU NEED

WTRF
AM-FM

Proof . . .

Consult the Hooper Area Coverage Index, 3-County Area 1949, and see how well WTRF covers the Wheeling Metropolitan Market of Northern West Virginia and Eastern Ohio.

Studios and Transmitter:
WOODMONT, BELLAIRE, OHIO

Represented by
THE WALKER CO.

means that radio is getting bigger.

How much bigger, not even the industry knows. For the industry has never actually counted all its listeners.

The present trend is not only to count all of them, but to get to know them better. This trend means that present advertisers will have a truer concept of the full dimensions of radio; and potential ones will be able to properly evaluate its place—and that of television—in their sales campaigns.

Until a few years ago, out-of-home listening was largely disregarded by sellers of broadcast advertising. If it was mentioned at all, it was brought in the back door, and presented to the sponsor as a "bonus."

Yet the Psychological Corporation of New York, in a Des Moines, Iowa-Springfield, Mass., study made for NBC and CBS, found that 14 percent of all listening takes place outside the home.

And a Pulse, Inc., study of New York out-of-home listening proved that during some daytime hours, one out of every four persons is listening to radio away from home. More than 2,000,000 New Yorkers hear radio outside the home every day.

Can you imagine the Chicago *Tribune* failing to count 200,000 copies read on street cars, subways and elevated trains?

Some other significant facts on out-of-home listening have been uncovered to date.

It's essentially male.

About one out of every three listeners is in the 20-34 age bracket.

It's an audience with a high potential purchasing power. In the New York surveys conducted by Pulse for stations WNEW and WOR, three out of every four respondents were in the middle or upper income bracket.

Auto and at-work listening accounts for about six of every 10 New York out-of-homers.

Pulse, in addition to its New York studies, has also been studying out-of-home listening in Southern California, Des Moines, Boston, and Chicago. The most recent survey, just completed in Chicago, used a broader base of inquiry. It is the base which will be used

Rather than check only car listening to arrive at a rating for, say, a baseball game, all out-of-home listening is checked: in stores, bars and grills, and other public places, simultaneously. Thus, the advertiser knows

In selecting a radio station, it's the over-all picture that counts, too. It stands to reason that the NBC station in Memphis, with 5,000 watts day and night, owned and operated by The Commercial Appeal — that's the station that gets and *holds* its audience.

EACH YEAR, FOR THE PAST FIFTEEN YEARS, WMC HAS CARRIED MORE LOCAL, REGIONAL AND NATIONAL SPOT BUSINESS IN TERMS OF DOLLAR VOLUME THAN ANY OTHER RADIO STATION IN MEMPHIS.

WMC MEMPHIS **NBC – 5000 WATTS–790**

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company
Owned and Operated by The Commercial Appeal

A New Selling Picture in the Norfolk Metropolitan Market

Now, your products can be seen as well as heard in Norfolk, Portsmouth, Newport News, Virginia—the Norfolk Metropolitan Market.*

On the air, April 2, WTAR-TV is a powerful new selling picture for you. Fully inter-connected NBC Television Program Service, plus outstanding local programming from the RCA Mobile Unit, and new $500,000.00 Radio and Television Center.

A Few of the Advertisers already using WTAR-TV

BENRUS
BULOVA
BRISTOL-MYERS
CHESTERFIELDS
COLGATE
FIRESTONE
FORD MOTOR CO.
KRAFT FOODS
LEVER BROTHERS
LUCKY STRIKE
PROCTER & GAMBLE
TEXACO

To increase your sales in Virginia's largest market, put your products in the WTAR-TV selling picture for 150,100* eager and able-to-buy families. A few choice time franchises are still available, but they're going fast. Call your Petry office or write us, today.

Inter-connected NBC affiliate
Nationally Represented by
Edward Petry and Company, Inc.

WTAR-TV
CHANNEL 4
Norfolk, Virginia

*Sales Management, Survey of Buying Power, May 10, 1949

exactly how he stands, rating-wise, both outside and inside the home.

With transit radio (see "Markets on the move," SPONSOR, 27 February) and storecasting moving along, the advertising future of FM is closely linked with out-of-home listening.

Multiple-set ownership is also due for the closer analysis it should have.

It's such a growing "big plus" that many in radio rate it the biggest.

It reported that the BMB estimated that as of 1 January, 1948, 37.623,000 radio families owned 61,953,500 home radios in working order. In other words, two years ago, 40.9 percent of all radio families owned two or more home sets.

Since that time, some 20,000,000 radio sets have been built, according to the Radio Manufacturers Association. In the same period, radio families have increased about 10 percent.

The 1949 Iowa Radio Audience Survey, conducted for the past 12 years for station WHO by Dr. F. L. Whan, of Wichita University, revealed that 45.7 percent of all Iowa families have two or more radios.

In the metropolitan areas, that percentage is greater.

Jim Seiler, director of the American Research Bureau, reports that diary studies in Washington show that a substantial majority of District homes have more than one set.

C. E. Hooper's diary study of 4,800 families in the winter of 1948 showed that the average home then had 1.34 sets. In the spring of 1949, that average had risen to 1.85 sets.

Since publication of the 13 March article, Sindlinger has made a special study of multiple-set listening from 8 a.m. to midnight for SPONSOR (see accompanying chart).

In discussing the chart, Sindlinger says: "The Radox sample represents all types of homes in the market. It has been established, by an independent research company, in strict conformity with requirements of the 'area' or 'probability' sampling technique.

"We have checked our sample very carefully with known facts . . . and find it, for example, to be within two percent of the census figures on Negro families. It is within a few percent on telephone and non-telephone ownership.

"Here are further statistics:

1. 36 percent of the Radox homes now have TV sets. At the present rate of increase, another

"Joe's O.K. He's one of us..!"

What does he mean—"One of us"?

You know what he means. Joe spells his name right. His religion is right. His folks come from the right part of the world.

Yes, maybe Joe is O. K.

But the fellow who says "He's one of us"—that fellow isn't O. K. He's intolerant. Blind, unreasoning prejudice makes him think he's better than somebody else.

In your employ there may be some prejudiced folks like this. They may work for you . . . but they don't work *together with others* for you. Not very well they don't. And you ought to do something to show them how wrong they are. You ought to do it for America's sake . . . for your own sake.

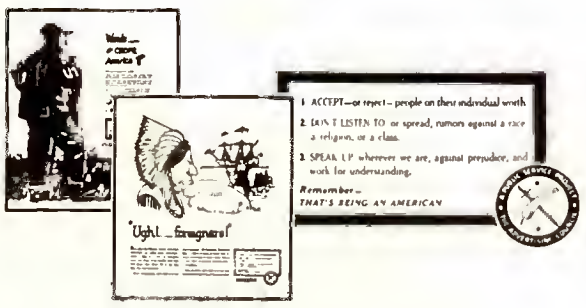
The Advertising Council is asking you to join hands with it in promoting *fair play* to all regardless of race, religion or national origin.

Display one of these posters in your office or your factory. Let men and women of good will know that there are other men and women of good will who believe as they do.

Help make yours a more friendly community in which more personal and direct methods may flourish and take root.

It will serve you while it serves America.

Post these messages in a public place! Copies are **FREE!** ▶



write to

THE ADVERTISING COUNCIL, INC. • 25 W. 45TH ST., NEW YORK 19, N.Y.

A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

Accept or reject people on their individual worth.

month will see 40 percent ownership.

2. In several sections of the city, medium income and poor sections. TV ownership is about 50 percent.
3. 21 percent have a secondary set.
4. 33 percent have a secondary set on the second floor.

"When you realize the high percentage of secondary sets, and the high sets-in-use figure which these sets get at various times, as recorded on the chart, you begin to see what dangerous ground the radio industry is on by using techniques which fail to measure *all* the sets available for use in the home."

The new mailable audimeter, which A. C. Nielsen is installing in 1,500 sample homes as fast as they come off the assembly line, is a vital step forward. For not only does it eliminate the element of human error inevitable in diary and interview surveys, it gives a nationwide mechanical recording of listening in all sets in the home—including television. That nationwide audience has never before been counted in terms of multiple-set listening.

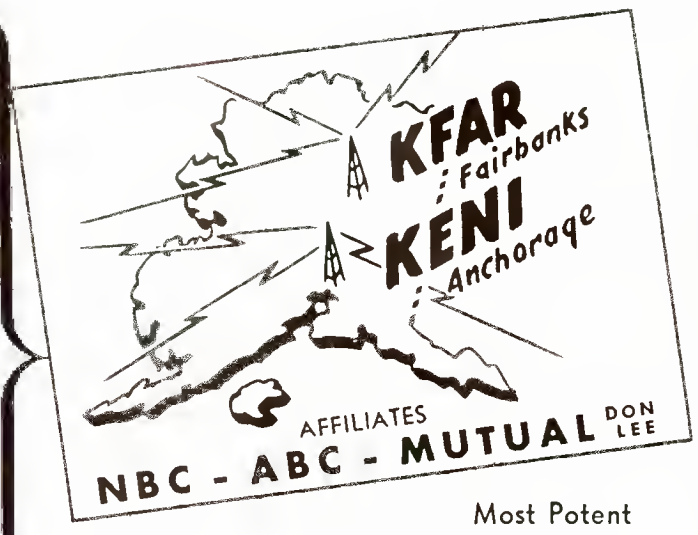
A self-contained unit, the mailable audimeter is not attached to any set. It can be plugged in the basement, a closet . . . anywhere there is an electrical outlet.

Listening records are kept on 16 mm film, various portions of which are allocated to different sets; the film is kept moving continuously by an electrical clock. Each set in the house is equipped with an oscillator. When a set is turned on, a light beam exposes the film. Coding on the film shows what station is tuned in, when, and on what set or sets. By consulting station logs, a 24-hour record of family listening and viewing is arrived at.

Changing the film cartridge, which is about the size of a package of cigaretttes, is a simple matter, and sample homes are mailed a new cartridge each week. Prompt action by the sample homes is encouraged by the fact that the new cartridge discharges two 25-cent pieces when it is put in place.

In addition to measuring network listening, the mailable audimeter guages spot listening versus video viewing—an invaluable assist to the advertiser in evaluating the combined use of radio and television.

VITAL SALES VOICES of the NEW ALASKA



Most Potent sales force in all Alaska is the powerful KFAR-KENI combination. No other advertising medium can as effectively tap the new riches of this fast-growing new market of above-average consumers.

Typical of the NEW Alaska is this modern super market at Fairbanks. It stocks the same brands you buy; sells perishables as fresh as those you eat; serves people as up-to-date as your friends.

MIDNIGHT SUN BROADCASTING CO.

KFAR, FAIRBANKS
10,000 Watts, 660 KC

KENI, ANCHORAGE
5,000 Watts, 550 KC

(Sold separately—or in Combination at 20% Discount)

GILBERT A. WELLINGTON, Nat'l Adv. Mgr.
822 White Bldg., Seattle

ADAM J. YOUNG, Jr., Inc., East. Rep.
New York • Chicago

TOP SHOWS TO FIT YOUR BUDGET

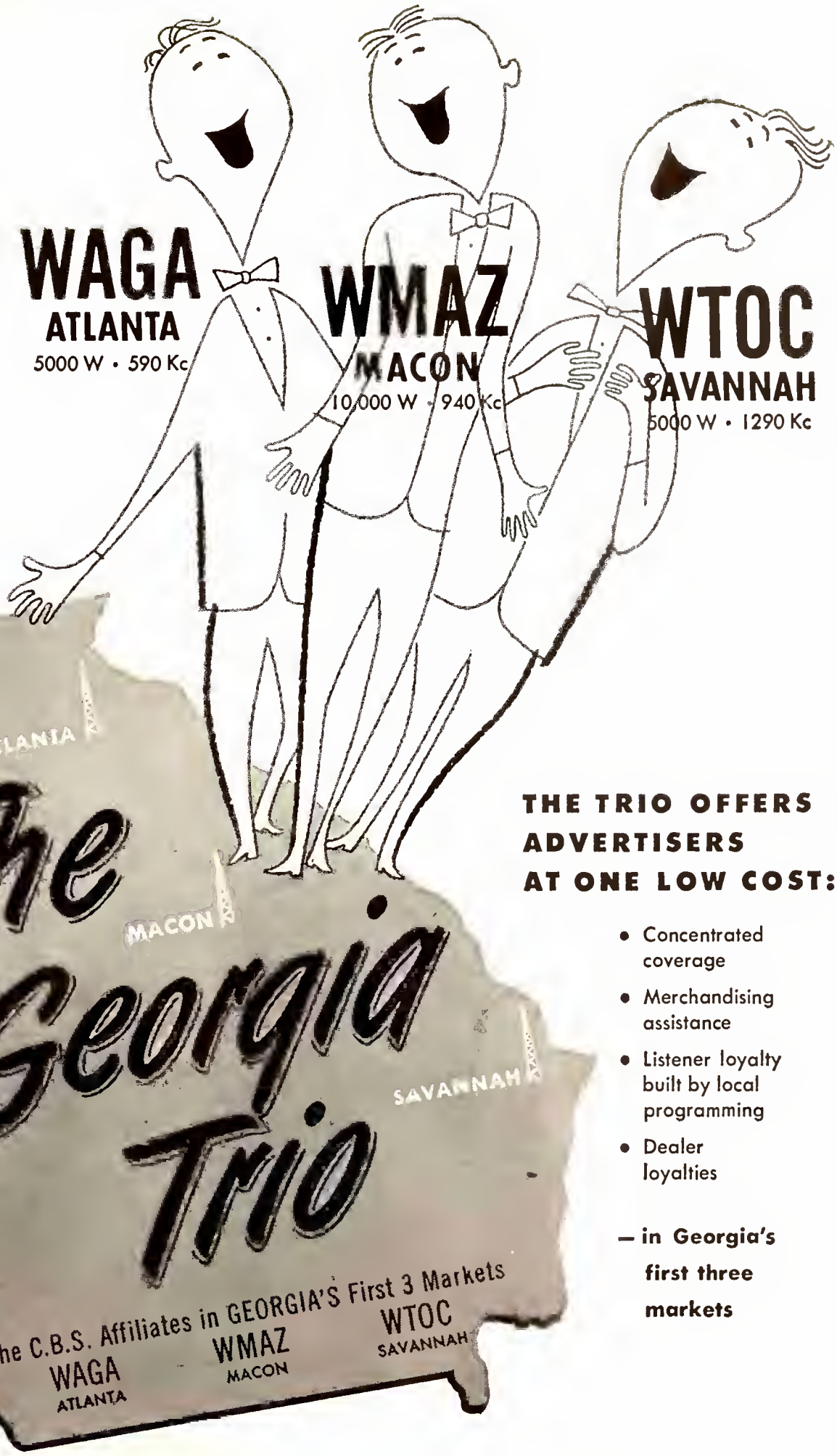
Get FREE Auditions and cost for your station on these TOP transcribed shows listed below:

- TOM, DICK & HARRY
  156 15-Min. Musical Programs
- MOON DREAMS
  156 15-Min. Musical Programs
- DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
  131 15-Min. Musical Programs
- JOHN CHARLES THOMAS
  260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
  260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
  156 15-Min. Musical Programs
- STRANGE WILLS
  26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
  132 15-Min. Musical Programs

For The Best In Transcribed Shows It's

TELEWAYS
RADIO PRODUCTIONS, INC.
8949 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 67238 — BRadshaw 21447

Only a combination of stations can cover Georgia's first three markets



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

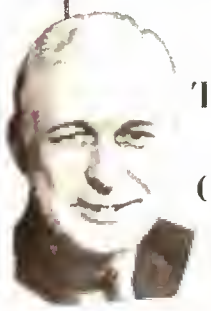
Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

celebrating
25 years
in Houston

First STATION IN HOUSTON

Since 1925, when KPRC went on the air, Metropolitan Houston has grown from ¼ million to ¾ million.



To sell Houston and the great Gulf Coast area

Buy KPRC

FIRST in the South's First Market

KPRC

HOUSTON

950 KILOCYCLES - 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

Radio, particularly in the past year, has taken a largely unwarranted buffeting around. Admittedly, in the big cities, television is taking a heavy toll of radio listening in the parlor. But with radio moving out of the parlor into the bedroom, kitchen, den and playroom; going, too, outside the home, its ability to pay its way constantly improves.

Living room listening, as a yardstick of audience measurement, is out of date. The family, which used to gather round the primary set, tends these days to scatter to all parts of the house to listen to their own sets, their own favorite program. Listening has become more personalized. Which means it is more intense and attentive listening, to both the program and the sponsor's advertising message.

How radio will pay its way, for advertisers, and itself, depends on how well it presents its case. That case is getting more convincing, as radio begins to count its total audience for the first time. ★ ★ ★

HOUSEWIVES' LEAGUE

(*Continued from page* 21)

date's application, the product is accepted for participation—and there's a waiting list on most stations.

The imprint of Wiley's personality is evident in the style and delivery of the HPL directors he trains. All of them are conditioned to the HPL type of programing to the extent that even their voices sound alike!

The programs themselves are a *Reader's Digest* of the Air. The a.m. *Sunrise Salute* is a pleasant mixture of casual conversation keyed to the whole family: music, news, time and weather reports. The afternoon *Housewives' Protective League* covers odd bits of information, stories, and facts. The director's credo is to be practical, philosophical, gently humorous, constructive, and instructive. In time, each listener hears a discussion of her (and his, for surveys show the programs have a strong male audience) pet theories. The listener and the program then have something in common. The technique, of course, makes for a faithful, expectant and sympathetic audience.

To keep program content bright and varied (it is all *ad libbed*) CBS Spot Sales maintains a huge reference library. Fresh material is continually fed to directors, and a research staff digs up the answers when the audience stumps the expert.

(Official name of most HPL programs is simply *Housewives' Protective League*. But directors and stations have local option: at least one of the HPL shows bears the director's name.)

"What material the directors want to use," says Carl Burkland, head of CBS Radio Sales, "is up to them. They know their audience better than we could possibly hope to. There's only one must . . . and it's one which all of them go along with 100 percent. It's

this: 'Don't hit the listeners over the head with a commercial; sneak up on it.' We feel that listeners get tired of the 'rush-out-and-buy-it-this-minute' appeal. We also feel that that pause followed by 'And now a word from our sponsor' breaks the listener's responsive mood. Even worse, it can build up active resistance to the message. By integrating the commercial as he goes along, the director sustains attentive listening, increases the feeling of friendship.

"The commercials very often are verbatim opinions on the product as expressed by our testers; they are what the consumer thinks, not what the advertiser tells her to think. Women are increasingly canny buyers in these days of high prices. Suggestions from other housewives who have to watch their budgets, too, carry a lot of influence.

"As John Crosby, syndicated radio columnist reported, 'This results in extraordinarily modest advertising. The soaps don't attract a lot of young men; they just keep them clean. The catsup won't keep your husband home nights, but it tastes good. I'm probably ahead of my time, but this form of down-to-earth advertising puts me in such a friendly mood that I buy the stuff'."

One of HPL's major selling points is its dual coverage. Many advertisers, anxious to reach both the housewife and the entire family, find it too rough sledding, financially, to buy into more than one program. Under the HPL setup, sponsors' messages are alternated daily between the morning and afternoon programs. At breakfast time, the whole family is tuned in, adds its two-cents-worth to mom's shopping list. The afternoon program serves her as a shopping reminder.

HPL's slogan, "The Program that Sponsors Your Product" isn't one dreamed up because it looks good on the front of a sales brochure. It's backed up by hard-hitting merchandising promotion, given gratis to sponsors. CBS Radio Sales, National Spot Representatives, and local station sales staffs handle the selling of HPL. Ed Wood, general and national sales manager for the program, assists all salesmen by providing promotion material.

Stations carrying the programs send letters to participating advertisers' jobbers and retailers, with practical promotion suggestions. Directors take active part in sales meetings to help

WANNA SWITCH TO CALVERT CITY (Ky.)?

If you're an Old Forester, you might get a Golden-Wedding sort of kick out of Calvert City (Ky.) . . . If you're a *radio advertiser*, you'd probably find it's too small a package for noticeable results!

WAVE gives you the Cream of Kentucky, the Louisville Trading Area . . . It's truly the King of our State's markets — a full-bodied, concentrated Old Grandad of a market whose families have a 40% higher average Effective Buying Income than the folks in the *rest* of Kentucky Bourbon-land!

That's giving it to you Straight, Gents! Or would you ruther learn the hard way — and end up sadder, Bud-weiser?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

build interest and enthusiasm among the company's salesmen. They arrange shelf and counter displays, in cooperation with local merchants. Free insertions in chain store advertising tie the listener in still more closely with her radio friend. In December of 1949, for instance, sponsors of Knox Manning's HPL program on KNX received a series of 13-week plugs in the ads of four major Southern California chain store organizations: Alexander's, Fitzsimmons, McFadden's and Von's, using 21 community newspapers with a combined circulation of 1,939,973. The plugs, headlined "Recommended by Knox Manning, Housewives' Protective League, daily on KNX" appreciably increased sales for Mazola Oil, Canada Dry Ginger Ale, Accent, Drano, Windex, Griffin shoe polishes, and Hi-Ten liquid detergent.

The success of HPL reaches unusual heights. To pass along to advertisers and agencies more specific data on how and why, SPONSOR queried stations carrying the programs for success stories. The response was far too great to be covered completely here. But the examples below are a good cross section of products for which HPL is doing a bang-up job.

"This morning I went over our Snow Crop Orange Juice distribution, and started checking our increases in the past few months. I found them so fabulous that I asked our salesmen what could have possibly brought it about. They attribute a great deal of our success to your *Housewives' Protective League-Sunrise Salute*. . . . We are downright amazed by the number of housewives who, on the strength of your say-so, are buying this product."

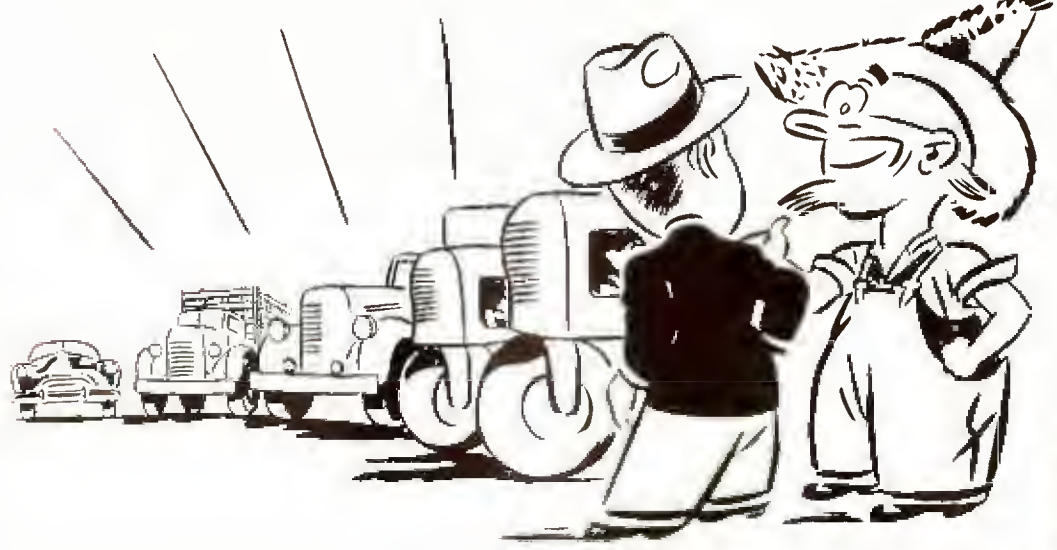
SAM BROWN
Bonnee Frozen Foods Company

"This coupon deal that you put on for us has gone over so big that we are still hundreds, if not thousands, of names behind . . . every mail brings from 250 to 500 names. We are working on the proposition of making bids for the brides next, but for land's sakes we do not want any more just yet."

GUY E. BRIGNALL
Lite Soap Company

"Month after month, for over a year, your outstanding results of increasing sales and repeat business have con-

"NO, WE AIN'T EXACTLY 'ONE MULE' FARMERS!"



Everybody knows that most Northwestern farmers make big money, but our Red River Valley hayseeds make *fabulously big dough!* ($1750 per family above the national average.) What's more, they spend it!

When it comes to *how* to spend it, and what for, WDAY is the most persuasive voice in the area.

Here are the Dec. '49—Jan. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	63.9%	69.1%	66.7%
"B"	20.6%	11.7%	13.3%
"C"	6.3%	11.6%	9.6%
"D"	4.9%	1.7%	7.7%
"E"	4.8%	6.1%	

Mail-pull figures prove that WDAY gets an equally large and loyal listenership in *rural* areas!

Write to us or ask Free & Peters for all the dope about amazing, 27-year-old WDAY. You'll be *glad* you did!

WDAY

FARGO, N. D.

NBC - 970 KILOCYCLES

5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

For ALBANY, N. Y.

N. Y. YANKEES

select

WROW

for their

HOME OF CHAMPIONS

Network

YOU will do well to select WROW for New York's 3rd Great Market

It costs you less per thousand listeners on WROW

Ask

THE BOLLING COMPANY

5,000 Watts • 590 K.C.

WROW

ALBANY, N. Y. BASIC MUTUAL

ZENITH
REG. U. S. PAT. OFF.

World's FOREMOST Radio Manufacturer
Brings You the World's FOUR MOST Popular Portables

Dealers everywhere acclaim these the "SELLINGEST" sets in radio!

They're tops for turnover—these handsomely-styled, super-powered portables with the many sales-making features only Zenith can provide. Look them over. Compare them for stunning beauty, for demonstrable features, for honest quality, for built-in value—then note their down-to-earth price—and you'll easily see why Zenith dealers are looking forward to this summer as the biggest money-making season in portable radio history!

the sensational . . .
New Zenith "Universal"

with styling that stops them . . . performance that sells!

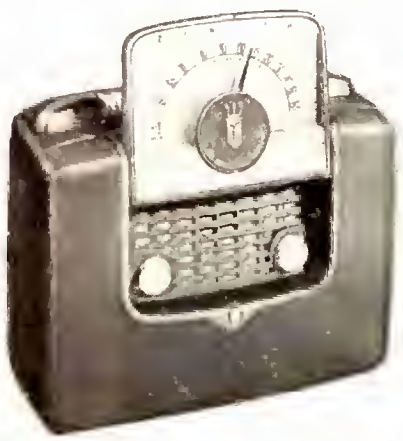
Even in remote locations where many portables fail, the Universal* comes through with amazing clarity and volume. The secret? An extra-powerful circuit with Tuned R.F. amplification . . . A new, more sensitive Alnico 5 Speaker and the exclusive Wavemagnet*. Plays instantly when lid is opened, turns off when closed. Luggage-type buffalo-grained case in black or brown. A natural for summer sales! AC/DC or Battery operation. $49.95† *Less Batteries*

Customer's Choice — Coast-to-Coast!

world's finest portable—with the world's finest reputation . . .

"Trans-Oceanic"

The world-famous portable that's extra-powered for long-range reception. Brings in Standard Broadcast plus international Short Wave on 5 separate bands. Plays anywhere—on boats, trains, planes and is Tropic-Treated for resistance to humidity. AC/DC or Battery operation. $99.95† *Less Batteries*



Tip-Top Holiday*

A streamlined beauty that catches everyone's eye! Lid swings up to reveal giant dial—give tip-top tuning ease. Set plays when lid is raised, shuts off when closed. Rugged cabinet in handsome ebony or two-tone blue-grey plastic! AC/DC or Battery operation. $39.95† *Less Batteries*

Zenith "Zenette"

Exactly what customers want in a personal radio! Only Zenith engineering skill could produce a tiny portable with such big-set performance. Has built-in Wavemagnet, plays on AC, DC, or battery. Black, maroon or white plastic case gives it maximum sales appeal. $39.95† *Less Batteries*

. . . if you want PROFITS—you want ZENITH PORTABLES!

*Reg. U. S. Pat. Off. †Suggested retail price. West coast and far South prices slightly higher. Prices subject to change without notice.

ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

ZENITH FIRST IN RADIO and TELEVISION

WREN

1ST all day in

TOPEKA

FOR B.M.B. *and* CONLAN *see* WEED & CO.

ABC 5000 WATTS

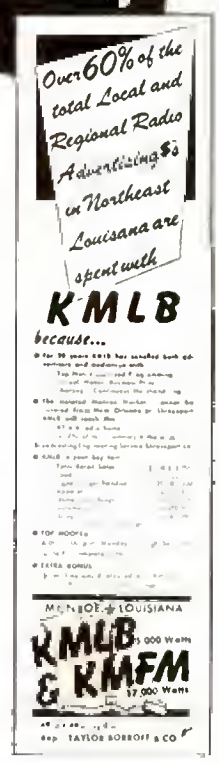
another radio station helps Time Buyers buy

The KMLB Service-Ad* shown here highlights this station's market characteristics and coverage, its audience, and its programming features. That's information not covered in the regular KMLB SRDS listing . . . information Time Buyers like to have at their fingertips when they're weighing spot radio opportunities.

The Service-Ads* of many other stations, too, are matching the suggestion of the Radio Director who said: "When radio stations tell me something about themselves in their ads—something their SRDS listings don't tell—I welcome it, and use it."

Note to Broadcasters: THE SPOT RADIO PROMOTION HANDBOOK translates the time *buying* experience of many agencies and advertisers into potent time *selling* and promotion ideas. Copies are available from us at $1.

*Service-Ads are ads that supplement and expand SRDS listings with additional information that helps buyers buy



One of the many Service-Ads contributing useful facts for Time Buyers in SRDS Radio Section.*

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES

tinued to surpass our greatest expectations. You and I know that successful radio mail order selling requires the highest type of sales ability. The sponsor invests a dollar. and knows very soon whether or not that dollar pays off. Since starting on the program in 1948, we have secured over 27,000 customers directly traceable to the Housewives' Protective League."

HERB JONES
Seeds and bulbs

"You have brought in 325 accounts for a total dollar amount of $165,000 this month."

ROBERT V. BODFISH
Assistant Vice-President
First Savings & Loan of Chicago

"We have enjoyed a sales increase of a little over 300 percent since the time you started broadcasting this product."

FROZEN FOOD DISTRIBUTORS, INC.

"I guess you are accustomed to receiving letters of this kind—but, since our campaigns for the General Electric dealers constituted my first experience on your Housewives' Protective League program, I feel compelled to express my appreciation.

"We were delighted to have your listeners write in for over 10,500 (369 requests per announcement) copies of the G-E booklet, 'How to Make Housecleaning Easy,' and it's no secret that we had to ask you to stop the offer because you were responsible for more booklets than we were then prepared to distribute. That was some small indication of the good job you were doing for us.

"But we were just dumbfounded at the way those Mighty Tidy vacuum cleaners moved out of the stores after you started talking about them. One retail outlet sold over 100 machines in a single day—a remarkable record!

"The Mighty Tidy's have been SOLD OUT. Just as soon as the G-E factories catch up with the backlog of orders, we'll be back. I'm completely sold on the effectiveness of your show."

WILLIAM SCHEER, *Advertising*
Newark, N. J.

"Here's how your show stacked up against all other Washington media during the recent Embassy Dairy drive:

Media	Customers Obtained
Housewives' Protective League	2,331
Radio station B	16
Radio station C	4
Radio station D	22

Radio station E	2
Newspaper A	71
Newspaper B	152
Newspaper C	311
Newspaper D	105

"Figuring it all out on a cost-per-customer basis, your show delivered customers for far less money than any media used."

M. BELMONT VER STANDIG
Advertising

"I thought you would like to know what a fine response we had from your announcements inviting listeners to a pre-showing of the first house we financed in a new South St. Louis small home development.

"As you know, the builder had planned to hold the showing from 1:00 to 5:00 p.m. However, there was a lengthy waiting line at 1 o'clock, and it wasn't until 7:30 p.m. they were able to close the house. In all, approximately 1,500 people inspected the house on Saturday—and as we used no other media, the results are directly attributable to your program."

E. PAUL SMITH
President
St. Louis Federal Savings & Loan Association

"They say it is a good idea to pass out the roses while we are still able to appreciate the fragrance. So in line with this thinking, I thought it might be in order to let you know how well pleased several executives are with the job you have done on Sun-Filled Concentrated Orange Juice in your market.

"If at any time any prospective advertiser wants to know what you can do in your market, just refer the prospect to us. We can honestly advise him that you have been an extraordinary help on every phase of merchandising. . . . We are currently enjoying excellent volume, and as Lew Werneck, our distributor, stated recently, we know it is built on a very firm foundation of consumer acceptance."

L. H. COPELAND
Vice-President
L. W. Ramsey Co., Advertising

Just about every edition of the Housewives' Protective League brings in results like the above. In competition with printed media, it has come out the winner in most cases.

Recently, American Homes Food, plugging G. Washington broths and Duff's Mixes, used HPL and many national magazines to offer customers a premium for 25 cents and one G. Washington label.

WIP
Produces!

Example #25

More mail than ever in our history! 91,442 pieces in the first thirteen weeks of 1950! Our people are listening . . . want to talk to 'em?

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

The HPL pulled 33 percent more inquiries from the New York area alone than two of the most important women's magazines *Ladies' Home Journal* and *McCall's* pulled from the entire nation.

Writing to the director, the advertiser said "Duff's Mixes and G. Washington broths are good products, but they are not too easy to sell. They require changing a woman's established pattern of doing things. You have succeeded. You were hired to help us make money, and you are doing just that."

In this statement lies much of the essence of what makes HPL click. It makes money for the advertiser because it *can* change women's buying habits. And it can change them because of deeply established listening loyalty, low pressure commercials which suggest instead of demanding, and a 15-year record of complete relaibility. ★ ★ ★

DEPARTMENT STORE TV

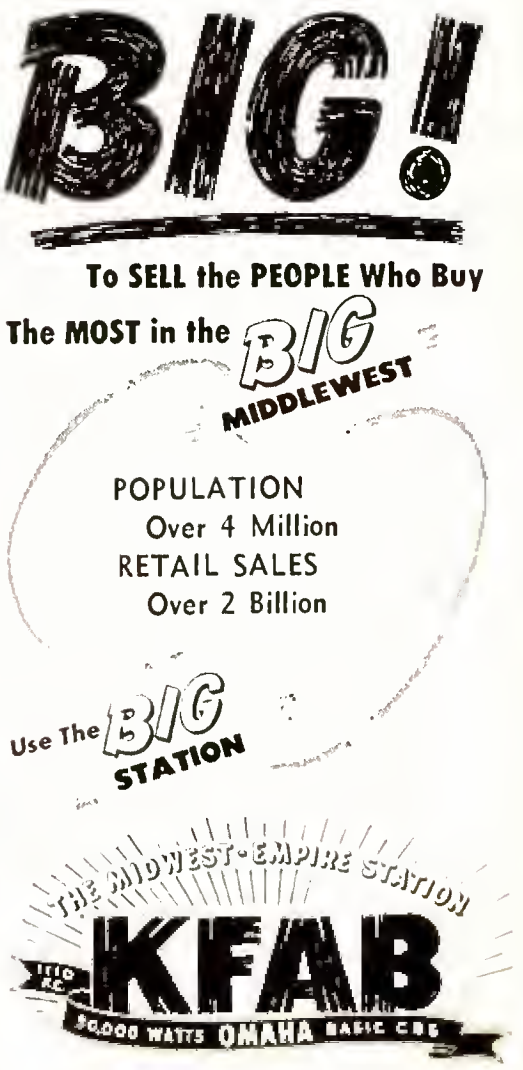
(*Continued from page* 31)

Philadelphia appears to be just about the hottest TV town in the country, as far as department stores are concerned. In addition to Gimbel's, three of the four remaining top stores are enthusiastic video sponsors. These are Lit Brothers, N. Snellenburg, and John Wanamaker. The lone holdout, at this writing, is Strawbridge and Clothier.

N. SNELLENBURG & CO., Philadelphia: With a full hour show on WCAU-TV five days each week (2-3 p.m., Monday-Friday), Snellenburg's may well be the country's biggest single-station television advertiser. The program, *Snellenburg's TV Jamboree*, began on 30 January.

Results in the men's furnishings department have been especially gratifying, the store reports. Fifty-two men's suits were sold after two plugs on TV Jamboree, and on another occasion a single announcement sold 50 topcoats. The refrigerator department transacted more than $5,000 worth of business after several TV mentions, and attributed much of the increased volume to the video plugs.

The show is done live from Snellenburg's third floor auditorium. It features a musical trio, singers and variety turns, with models demonstrating a host of products. In addition, at intervals the TV cameras scan a



large display of Snellenburg merchandise set up in one corner of the auditorium.

Because of its wide scope and indisputable success, the Snellenburg show has drawn the attention of department store men throughout the East. Store officials from Boston, Baltimore, and Washington have visited Philadelphia to scout the show.

LIT BROTHERS, Philadelphia: This store has been sponsoring *Lit's Have Fun*, a weekly one-hour audience participation show, on WCAU-TV for more than a year. The program is telecast from Lit's seventh floor cafeteria on Tuesday, 10-11 a.m.

The show has sold food and clothing for Lit's with equal facility. A single commercial sold 200 hams, and a week-long promotion of frozen peas sold 1,800 packages. On five dress promotions on *Lit's Have Fun*, the store's buyers reported sales ranging from 100 dozen to 400 dozen dresses.

A Lit Brothers official adds: "There are hundreds of other items which television has helped us to sell extensively. The hundreds of letters we receive each week from televiewers and the results which television has shown both in traffic and direct sales convince us that our pioneering in early morning, week-day television pays."

JOHN WANAMAKER, Philadelphia: At this writing the store had just concluded a six-weeks test series of weekly half-hours on WCAU-TV. Results had not yet been fully evaluated and thus were not available for publication. Titled *The Robin Chandler Show*, the program was heard 3:30-4 p.m. on Wednesday.

The New York picture, until recently, was spotty. In the phrase of a chain department store advertising manager, the New York stores were "bathing beauties," from a television standpoint. By this he meant they'd been testing the temperature but were coy about going in the water. This analogy still holds true, but to a lessening extent. Several Manhattan stores have waded into TV up to their ankles —and a few have run out squealing. But probably half of New York's department stores have at least made a TV splash. Three random result samplings follow:

Any Way You Look at It . .

KRNT is the LEADER in Des Moines,

the center of things in Iowa

Highest Hooperated—Biggest Volume of Accounts —Highest News Ratings — Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, January-February, 1950, Shows:

MORNING.....KRNT has a 56.1% greater audience than the No. 2 station.

AFTERNOON.....KRNT has a 35.1% greater audience than the No. 2 station.

EVENING.....KRNT is 4.6 percentage points below the No. 1 station.

SUNDAY AFTERNOON.....KRNT has a 33.5% greater audience than the No. 2 station.

SATURDAY DAYTIME.....KRNT has an 18.4% greater audience than the No. 2 station.

TOTAL RATED TIME PERIODS....KRNT has a 40% greater percentage than the No. 2 station.

Those are Facts Advertisers *Know* when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Available!

Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM

for Rural Kansas

Programmed by KMBC From Kansas City

SAKS FIFTH AVENUE: The store presented a portion of *Television Fashions on Parade* over WABD for six weeks, as a participating sponsor. Two dresses were plugged on one of these telecasts. The entire line was sold out before the end of the week. (Costs were split between store and dress manufacturer.)

LUDWIG-BAUMAN: This New York household appliance and furniture store bought participations in Kathi Norris' *Your Television Shopper* morning program over WABD, for a dinner ensemble of china and plated silver, at $19.95. No other advertising was used. Six orders, totalling $119.70, were phoned in within five minutes after the announcement. Orders continued to come in long after the program signed off.

MACY'S: "The world's largest store" made its TV program debut in mid-April, as this issue of SPONSOR was going to press, with *It's Smart to be Thrifty*, a half-hour show on WOR-TV, New York, twice weekly at 12:30 p.m. The program, featuring Barbara Welles, originates at the store.

Masterminding Macy's video campaign is Victor M. Ratner, former CBS vice president who joined Macy's last fall as vice president in charge of sales promotion, advertising and public relations.

D. H. HOLMES DEPARTMENT STORE, New Orleans: Holmes has been a consistent advertiser over WDSU-TV since its video debut last December, using two programs—*A Date With Pat*, and *Alexander Korda Films*. Pat sings, models Holmes' dresses, and displays a variety of the store's products.

Holmes recently sponsored a 15-minute program of concert music, with a three-minute commercial on drapery fabrics. No other advertising was used. During the ensuing week 72 persons called at the store to see "the draperies advertised on television." A total of $1,565.60 worth of fabrics was sold.

Another Holmes television commercial described the services of the store's catering department. After the show the store received catering orders for seven social functions. In every case, the customers said that until they had seen the video plug, they were unaware that Holmes offered any such

Let WIBW focus your Selling in...KANSAS

All you need is ONE STATION...WIBW to do the hardest selling sales job in both CITY and FARM markets

FOCUS on your CITY market!

It's Topeka—a 21 county market, according to the *Audit Bureau of Circulation*, Topeka has 23% of the state's effective buying power and 22% of all Kansas families. WIBW is the preferred station in this market. *It has three times more listeners than all other Topeka stations combined.**

**Kansas Radio Audience 1949*

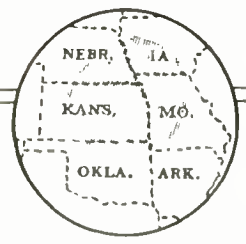
FOCUS on your FARM market!

A glance at *Consumer Markets. 1949* will show that WIBW's farm market is made up entirely of families on farms and in agricultural communities. In this rich market, WIBW has *ten times* more listeners than all other Topeka stations combined.

For the CITY market
For the FARM market
ALL YOU NEED IS WIBW

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW • TOPEKA, KANSAS • WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

BMI

SIMPLE ARITHMETIC IN MUSIC LICENSING

BMI LICENSEES	
Networks	22
AM	2,086
FM	395
TV	94
Short-Wave	4
Canada	150

TOTAL BMI LICENSEES . . 2,751*

You are assured of complete coverage when you program BMI-licensed music

*As of April 12, 1950

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD

service.

BROADWAY DEPARTMENT STORE, Hollywood, Cal.: This store's outstanding single TV success was with the Toastite—a toasted sandwich gadget. More than 1,000 Toastites were sold by the store as a result of a single one-minute announcement on KTLA, Hollywood. ★ ★ ★

BASIC DIFFERENCE

(*Continued from page 27*)

important activity of talking on the telephone was not tabulated. Nevertheless, with due allowance for limitations, the information unearthed helps clarify the relation of evening household activities to use of television and radio.

Approximately 20 percent of the men and women reporting (or about 40 percent of the total) were engaged during the evening hours surveyed in what was called "complete leisure" activities . . . simply resting, or viewing television or listening to the radio. A slightly higher percentage were reading newspapers, magazines, books, and miscellaneous other items. About 13 percent were engaged in other leisure activities such as talking, visiting with others, playing cards or other games, etc.

Leisure and semi-leisure activities were reported by 59.1 percent of the men and 52.5 percent of the women who answered the telephone, while eating and various household duties were reported by the remaining 40.9 and 47.5 percent respectively.

During the test week Columbus residents had access to radio stations carrying programs of all four major networks, to an independent FM station, and to three local TV stations, one of which had been providing programs for about seven months. At that time about 12,000 homes within the radius of the survey had TV sets.

In Columbus telephone homes comprising the sample, reading was the most important non-listening activity. It accounted for 24.5 percent of evening time for men and 20 percent for women. Proportions of readers who listened to radio as they read were almost as high as of respondents generally. This would indicate that most readers are able to divide their attention between listening and reading.

But the same does not seem to be true with respect to television, according to figures in the table. Proportions of television viewers who were also

He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of *The Southland Corporation*, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

> "We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take $25.000.00 for the program.
>
> "I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WINSTON-SALEM, N.C.

Home of the World's
Largest Circular-Knit
Hosiery Mill

National Rep: The Walker Co.

WAIR
WINSTON-SALEM
NORTH CAROLINA

Charity begins at home

Let's spend our Marshall Plan money building *this* country so strong and financially sound that other nations will of their *own* volition demand republican forms of government rather than seek security through communism.

Let's lead the world by example, not by bribery or force.

The Art Mosby Stations

KGVO-KANA
5 KW DAY — 1 KW NITE — MISSOULA
ANACONDA — BUTTE — 250 KW

MONTANA

☆ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

attempting to read books or newspapers were conspicuously low—under 3 percent.

The second of the tables accompanying this story indicates further that television viewing in the sample was limited to men and women who were "just resting." But in the six activity groups listed. radio listening was carried on by about a quarter of all men and 30 percent of all women in each of the activity groups. Television seems to demand — and receive — practically complete attention.

A pilot test by students under Dr. Sherman P. Lawton at the University of Oklahoma indicated the possibility that women might watch television under certain conditions while washing dishes with only a slight element of distraction. However, the numbers engaged in the test were too few to be significant.

If the trend of evening television follows the pattern of this study, then television viewing would tend to be limited by the average amount of time men and women can free from other activities. This, of course, can be strongly influenced by the quality of programing. It may be seriously questioned whether much of the time now devoted to eating meals or to necessary evening work activities can be transferred to the complete leisure classification and so made available for watching television. Maximum time for viewing will probably not much exceed the total time now devoted to all leisure activities.

Radio on the other hand can compete not only for complete leisure time: it will, as it does now, continue to compete for the ears of people engaged in additional activity. Perhaps never before has radio's programing talent had such a challenge — and so much to gain. ★ ★ ★

(Two of the pictures accompanying this article were taken especially for SPONSOR *by WINS to illustrate the point that radio allows listeners to do other things.)*

RADIO RATES

(Continued from page 29)

in use. There is also some evidence that when people have paid $200 or more for a television set and are called, they think they should be using it that it is out of date to be listening to the radio.

WSYR

the Only COMPLETE Broadcast Institution in Central New York

AM WSYR 570 kc.
FM WSYR 94.5 mc.
TV WSYR channel 5

WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
HEADLEY-REED, *National Representatives*

It took only six weeks to establish Al Nobel's 11:30 A.M. Request Parade as a top sales bet. The success story resulted from four one-minute announcements used by a Pittsburgh Variety Store. Al sold out a radio special—a $2.98 item — and now the sponsor is back for more. Ask Weed & Company for all the details on Request Parade.

KQV
Pittsburgh, Pa.
MBS — 5,000 Watts — 1410

Another major factor seldom appreciated by the average advertiser is the fact that over several broadcasts a program will accumulate many more listeners than are measured for any single broadcast. This largely explains why radio shows with microscopic ratings can sell huge lots of merchandise. The following figures indicate that dollar-wise the radio industry has been earmarked on an unjustifiable giveaway in time which amounts to millions of dollars. It is in many instances being paid from one-third to one-half its value in terms of other media.

Over WPEN, *The 950 Club* has averaged 3.9 (Radox). But 24.2 percent of the sample have one or more of 14 broadcasts.

The same trend holds for *When A Girl Marries* and *Light of the World*, over KYW. They have averaged 1.3 and 1. But over 14 broadcasts 11.8 and 9.2 percent of the Radox sample had heard one or more broadcasts. Nielsen has shown the same thing happening on a national scale for all types of programs.

If this were not a universal phenomenon in U. S. radio, a large number of stations could never afford to continue in business. They sell goods profitable because they reach a total of many more listeners, outside the home, on secondary sets in the home, and on a cumulative basis, than radio research has ever demonstrated, except in isolated cases.

There's a strong feeling in the radio industry that despite the eventual logic of lowered radio rates the move of WFIL, Philadelphia, to lower nighttime rates while upping day rates was premature. In contrast, WCCO, Minneapolis, a CBS-owned station, has reclassified its 6-6:30 p.m. and 10-10:15 p.m. periods from "B," to "A," thus effecting a rate increase.

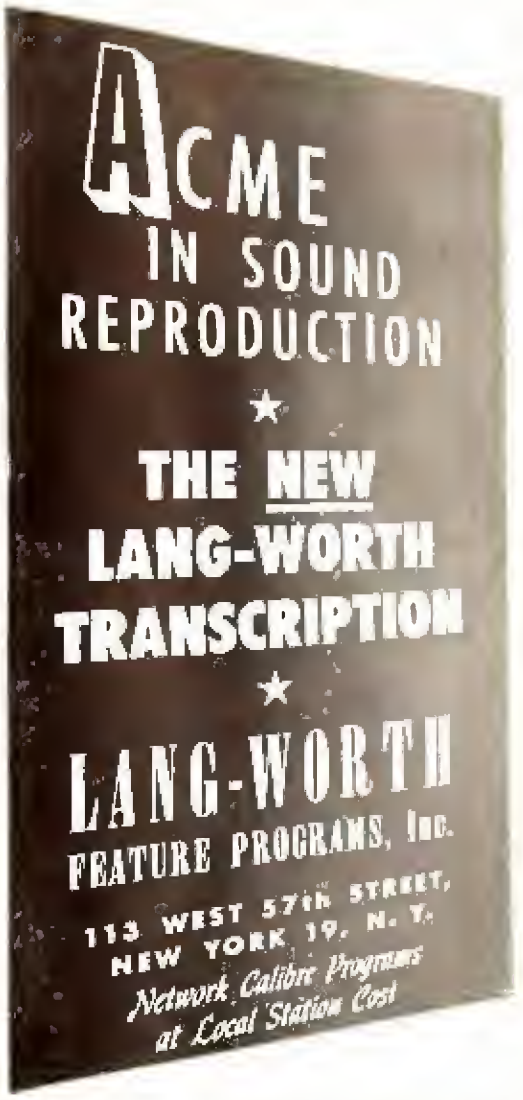
A recent memorandum from CBS Radio Sales to its stations emphasizes the value of radio *now*. A comparison of TV homes with radio homes not reached by TV was shown as follows for the concerned:

City	*TV Homes in Area*	*Radio Homes Not Reached by TV*
Birmingham	10,500	161,780
Boston	252,689	634,371
Charlotte	12,000	439,840
Chicago	373,895	2,344,015
Los Angeles	381,746	1,146,324
Minneapolis	61,900	833,700
New York	1,112,240	3,052,960
Philadelphia	375,000	728,290
St. Louis	80,000	828,920
San Francisco	35,000	844,810
Washington	96,000	296,700
Salt Lake City	10,174	272,476
Richmond	21,060	401,470

Despite the number of television homes in the cities shown, the major part of most advertisers' potential customers are still concentrated in radio-only homes.

Users of broadcast advertising over the years need no additional proof of the penetrating power of radio, no renewed assurances of its effectiveness in selling their merchandise at the lowest cost of any major medium. It is important to advertisers as well as the industry itself that radio survive in a healthy state the inevitable adjustments that television will require.

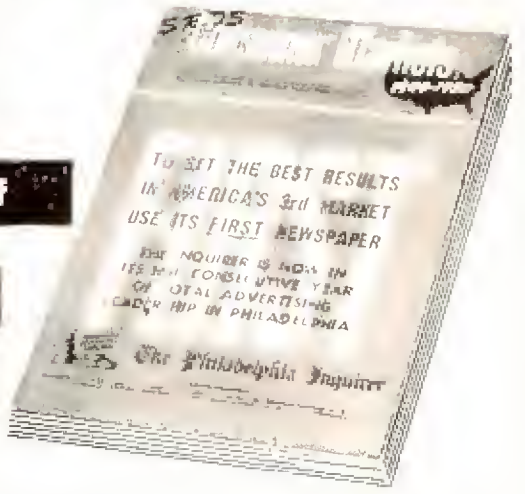
In the meantime—doesn't the situation call for a careful examination of *all* media? Doesn't it demand a penetrating comparison of circulation and advertising impressions delivered before pulling the plug on radio? ★★★



Here's a complete,

time-saving book of

market information



CONSUMER MARKETS is in the hands of every advertising agency that places national advertising and in most important national advertiser organizations.

Many Uses: "Used to look up specific markets, to set up sales and advertising quotas," says the President of a mid-western agency. "Use sales and purchasing power information for analysis of markets in relation to newspaper and radio advertising," writes the assistant media director of a famous soap manufacturer.

Users Like It: "I keep my copy close to my desk for frequent reference," reports the space buyer for a major New York City agency. The research director of a Detroit 4-A agency writes, "Has more information in one book than any other publication of its kind."

CONSUMER MARKETS was designed as a companion piece for use with the regular monthly Sections of SRDS to make *all* jobs of media-market selection easier, faster, more accurate.

Note to Media Advertisers: Your Service-Ad near data listings in the "Consumer Markets" Section of SRDS comes into play when agencies and advertisers are deep in the study of *where* to spend their advertising dollars. Position reservations for the 1950-51 Edition are now being accepted.

Extra copies of the 1949-50 Edition of CONSUMER MARKETS are available at $5.00 each. Sent on five days free trial.

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

Radio's uncounted millions

The hottest subject in radio today is the matter of rates. It's good for a lively evening in any advertiser's parlor.

Strangely, nobody talks about the effect of TV on newspapers and magazines reading although surveys show marked reductions in these categories. And, as a matter of record, radio has another strong factor in its favor that the printed media can't claim.

Printed media have been good mathematicians. They've counted every last bit of circulation. But radio has failed to calculate in its ratecards two major types of listening: 1) out-of-home listening, which in New York averages 15 percent of in-home listening; 2) multiple-sets-in-the-home, and multiple advertising impressions as individual set listening goes on in the kitchen, bedroom, workshop.

The advertiser is willing to pay for what he gets. But he needs to be convinced that his radio purchase isn't a diminishing buy. Radio stations can help by providing the facts about out-of-home listening and multiple-set listening in their areas—on the basis of bonafide research.

There are 85,000,000 radio sets in use today; and some 40,000,000 radio families. Some simple arithmetic indicates that there's much to be said for radio's potency.

TV dictionary for sponsors

Just about everyone in advertising, it seems, wants to know the difference between a gizmo and a ghost, a mist shot and a mural, a dishpan and a pot.

These are words from the language of television. Recently SPONSOR published a complete dictionary of about 250 TV terms compiled by Herbert True, radio and TV director of the Carter Advertising Agency, Kansas City, with the help of 27 consultants. We mentioned this 16-page booklet, and its availability to subscribers, in a SPONSOR story.

By latest count every large agency and a great many national advertisers have requested the dictionary, many in quantity. No longer will a blond be anything but "a blizzard head," cans anything but the receivers and headphones worn by cameramen, stage managers, etc.

What can't radio sell?

When James J. Nance, president of Hotpoint, told delegates to the ANA that radio can't sell high-price appliances, we think what he really meant was that radio hasn't shown him yet.

Radio is an influential medium. Under the right auspices it has done a first-rate job for a wide range of products. But it built its big reputation on small items selling. Its programing has followed suit, and as a result lots of advertisers like Mr. Nance aren't sold.

Blackstone, a high-priced washing machine, *is* sold. They worked out a suitable program and an effective dealer tiein. High-priced television sets are going like hotcakes with the aid of radio advertising. Diamonds, autos, refrigerators, insurance (you name it) have on many occasions had outstanding success via radio.

The burden of proof is on radio. If Mr. Nance (and many more like him) isn't sold, it's up to radio to prove the merit of the medium for his products. It's up to BAB, the networks, NARSR, and the national station representatives to figure out ways and means of getting their good story across.

If Mr. Nance doesn't buy radio (still the world's most potent persuader), it's not because the medium hasn't got what it takes.

Applause

Straight thinking

Edgar Kobak, former president of MBS and newly-elected member of the NAB Board, expressed these views during a talk before the NAB in Chicago:

Don't be stampeded by rate pressure blocs. On the whole, radio is still by far the cheapest advertising buy; but more data must be used to get the point over to the buyer. Rates, if anything, have been too low. Study the basic rate structure and modernize it. The present structure is outmoded and needs an industry study with a new pattern of rate making.

Buyers are thinking bigger than sellers. Now is the time for radio to step out and do some big selling, not wait for buyers to request big packages.

The NAB should try a federated system. AM and TV are competitors . . . but they can work together under one broad association with strong AM, TV, and FM divisions, each under strong leadership. After trial, if NAB cannot serve as a federated service then two separate associations will have to be brought into being.

NAB must do more for its membership, and to do it everyone must realize that money will be needed. But when results are achieved the cost will seem low and worth every penny.

Self regulation is the secret of successful business operation in the U. S. Perhaps the broadcasting industry ought to get out its own shade of blue book and take a good look at itself. Let's not wait for some ambitious group in Washington to beat broadcasters to it.

Research in radio run by tripartite boards has not been too successful. The whole subject needs careful study by top men among advertisers, agencies, and broadcasters.

Radio has brought forth new advertising forms—including transit radio, storecasting, phonevision, theatre television, fax. Let's give each a fair trial.

We call these suggestions straight thinking. Mr. Kobak is on the right track.

The industry is fortunate to gain his experienced advice.

Advertising Stays ... Where It Pays!

10 Years Or More For 1 Out Of 4

A check of WNAX non-network accounts for January, 1950, showed that 27% of these advertisers were using WNAX in 1940. Blue chip business, this 27% of our list accounted for 39% of our total billings.

Advertisers who demand results renew their WNAX schedules year after year because they consistently get a greater return on each advertising dollar invested in Big Aggie Land.

A *major market*, Big Aggie Land embraces Minnesota, the Dakotas, Nebraska and Iowa; the world's richest agricultural area . . . served *only* by WNAX.

In 1948, folks in Big Aggie Land enjoyed a buying income of $4,547,025,000.00 — greater than Los Angeles, Philadelphia, or Washington, D.C. Retail sales in Big Aggie Land total $3,397,461,000.00 — greater than San Francisco, Detroit or St. Louis.*

Convert your SALES POTENTIAL into SALES RESULTS. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.

It's a matter of taste

Art of radio different people in different places have different likes and dislikes. That's why, if you want to cut a *winning* sales figure, it's wise to [illegible] advertising on *local* listening tastes. The down-to-earth personality of a home-grown favorite on any one of the stations represented by Radio Sales can get more of your customers to buy more of your product more quickly. Proof is that national spot advertisers sponsor *more than 750 local live talent broadcasts each week* on these radio stations in 13 of your most important markets.

RADIO SALES

Radio and Television Stations [illegible]

[illegible]